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SIXTEENTH ANNUAL REPORT  
of  
**THE  
PROVINCIAL MARKETING  
BOARD**

DEPARTMENT OF INDUSTRIES  
AND LABOUR  
GOVERNMENT OF THE PROVINCE  
OF ALBERTA  
**1954**

Submitted by  
GEORGE A. CLASH  
Chairman



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**of**

**THE**

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**BOARD**

**DEPARTMENT OF INDUSTRIES**

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**OF ALBERTA**

**1954**

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# PROVINCIAL MARKETING BOARD

## ANNUAL REPORT — 1954

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## EXTRACT

FROM

## THE ALBERTA MARKETING ACT

(1939, C 3, s 1)

## REVISED STATUTES OF ALBERTA 1942

## VOLUME III, CHAPTER 253

An Act respecting the Marketing of Natural Products and other Commodities and to provide for the regulation thereof within the Province.

**THE PROVINCIAL MARKETING BOARD**

(1). "For the purpose of providing producers, manufacturers, distributors and consumers in the Province with the means of buying and selling goods, wares, merchandise and natural products at a price which is fair and equitable, the Lieutenant Governor in Council may constitute a Board to be known as "The Provincial Marketing Board", which shall be a body corporate and shall be empowered to buy and sell and deal in any goods, wares, merchandise and natural products, or any of them whatsoever, either by wholesale or by retail, or both by wholesale and retail, and to act as a broker, factor or agent for any person in the acquisition or disposition of any goods, wares, merchandise or natural products, and for the purpose to do and transact all acts and things which a natural person engaged in a general mercantile business has the capacity or the power to transact.

(2). With the approval of the Lieutenant Governor in Council the Provincial Marketing Board is empowered to engage in any or all of the following businesses, namely, manufacturing, producing, processing, handling or distributing of any goods, wares, merchandise or natural products, and incidentally thereto, to acquire by purchase or otherwise any land or any other property required by the Provincial Board for the purpose of or incidental to any such business and to do and to transact all acts and things which a natural person engaged in any such business has the capacity or power to transact, including the borrowing of money for any of the aforesaid purposes".



THE PROVINCIAL MARKETING BOARD  
DEPARTMENT OF INDUSTRIES AND LABOUR  
GOVERNMENT OF THE PROVINCE OF ALBERTA

Edmonton, Alberta,  
December 31st, 1954.

To:

Honourable N. A. Willmore,  
Minister,  
Department of Industries and Labour.

Sir:

It is my privilege to submit herewith the Sixteenth Annual Report of The Provincial Marketing Board for the year ending December 31st, 1954, together with report of:

- (a) Expenditures approved by the Board as Agent of the Government of the Province of Alberta, in connection with the construction, operation and maintenance of the Oil Sands Project at Bitumount, Alberta.
- (b) Financial Report of Marketing Services Limited (a wholly owned subsidiary of the Provincial Marketing Board) for the year ended December 31st, 1954.
- (c) Financial Report of Prairie Woollen Mills, Limited (a wholly owned subsidiary of the Provincial Marketing Board) from January 1st to December 31st, 1954.

The Financial Reports referred to above have been prepared and audited by direction of the Provincial Auditor.

## THE PROVINCIAL MARKETING BOARD

### POLICY OF THE BOARD

1. To encourage the development of Alberta by promoting industrial enterprises for the utilization of our natural resources.
2. To assist industries, through the mass buying of raw materials.
3. To sponsor, manage and operate industries within Alberta for the utilization of our natural resources.
4. To assist in the distribution of the products of Alberta and by direct contact to make the people of Alberta familiar with the merits of Alberta-made goods.

### SCOPE OF REPORT

In keeping with the range of the activities and responsibilities of the Provincial Marketing Board, this Report is divided into the following Sections:

- A. Activities relating to production and assistance to industries.
- B. Buying Policies.
- C. Selling and Promotional Activities.
- D. Implement Parts Distributors.
- E. New Industrial Development.
- F. Trading Activities—All trading activities during the year under review were conducted by the Board's Sales Division and by its wholly owned subsidiaries, Prairie Woollen Mills, Limited and Marketing Services Limited. The Provincial Auditor's reports and Financial Statements covering these activities are submitted with this Report.
- G. Comparative Tables of Statistical Data.

### GENERAL REVIEW — 1954

During the year 1954, the Provincial Marketing Board continued to extend assistance to Alberta industries.

The general economic situation in Canada changed very little, despite a gradual improvement in the World political scene. Certain notable achievements by the Allied Nations drawing more closely together brought about a strengthening of their determination to show a united front to those forces which continue to threaten the peaceful existence of Nations. Unfortunately, the point was not reached in 1954 when defence spending could be safely reduced and statements of the Federal Government indicate there will not be any marked reduction in 1955. Minor savings will be effected by the withdrawal in that year of the remaining Canadian Forces from Korea but these savings may be required to meet increased costs in Europe. The Federal target is for a reduction of \$100,000,000.00 in the fiscal year ending

March 31st, 1955, but during 1954 reduced expenditures contributing to this saving were not self-evident.

Federal spending was held to a high level throughout 1954. Increased payments of Family Allowances, Health Grants, Old Age Pensions, and Public Works raised Federal spending to a much greater figure in 1954 than in 1953. Many new buildings were also authorized to be erected and this work relieved to some extent the unemployment which was 10% to 15% higher in 1954 than in the previous year. During the winter months of 1953-54 and continuing into the early months of Spring 1954, unemployment figures were almost double the numbers for the corresponding months of 1952-53. The wet summer which followed was the largest single factor causing inability to work, rather than an absence of work to be done. A welcome change to above normal Fall weather in the Fourth Quarter enabled a major portion of the 1954 crops to be harvested. (In October, for example, hours of sunshine were above and precipitation below normal over the entire Province). Road construction, public works including bridges and buildings, municipal improvements and house building were resumed and speeded up to take full advantage of the improved weather. The slack however could not be taken up completely in the closing months of the year and on balance, 1954 showed a heavy loss of purchasing power, a marked increase in buying on credit and a backlog of work projects carried over to 1955.

Agriculture—which continued to hold first place as the source of livelihood for Alberta citizens—suffered serious setbacks due to the wet seasons and hail. Losses caused by hailstorms were heavier in 1954 than in 1953 for the reason that a much smaller acreage was protected by hail insurance. The months of July and August were the months of most serious storms, which were scattered from the Northeast near Heinsburg and Myrnam to an area North of Red Deer, continuing through Central Alberta and Southwest to a line running from near Okotoks to Southwest of Medicine Hat. In both 1953 and 1954 hail losses were very much in excess of the long term average. The bad weather continued right into the normal harvesting period reducing both quantity and grades. Fine clear Fall weather in October and November aided the final recovery of the crop but low grading was prevalent and the farm income proportionately lowered. Many lines of business are largely dependent on farm spending and this depreciation of the agricultural revenue was reflected in the Cities and Towns serving the rural areas of the Province.

In the continued increase of population, Alberta in 1954 welcomed newcomers from Commonwealth Countries and from Europe. The assimilation of these people does not appear to present serious problems and many of them bring with them arts and skills illustrative of the culture of their Old World lands.

### **A. Activities Relating to Production**

#### **ALUMINUM**

This material was readily available in many forms throughout the year under review. Its use is increasing rapidly and can now be found in such diverse products as costume jewellery (West Germany), electric motors (Switzerland), beer barrels (New South Wales), thermal insulation (Italy), nylon yarn guides (Birmingham, England) and gas

turbine engines (U.S.A.). In Alberta aluminum tubes are in service wherever irrigation is used to free the farmer from fear of drought and to assure greater yields year after year. Being light, rustproof and easily portable, this metal makes the system adaptable to flat or hilly terrain and increases the production of food for the ever growing population.

Some concern is felt by the Board as to the possibility of a lowering of prices for many forms of aluminum extrusions, which would immediately decrease the value of stocks now carried by Canadian dealers and users. A world-wide organization, which has greatly influenced the production and distribution of aluminum, is being challenged by a U.S.A. independent. While the results of a price war may appeal to and even temporarily benefit the ultimate consumer, the contest of strength will not contribute to the stability of the industry and may possibly create an adverse effect on employment. The situation is being closely watched by the Board, as several businesses in the Province are holding sizeable inventories of aluminum extrusions which, being seasonal in their use, cannot be disposed of quickly and must be carried over into 1955.

#### BITUMINOUS OIL SANDS

This Board continued to act as Agent for the Board of Trustees for the Alberta Government in the Oil Sands Project at Bitumount. During the year the Government leased to a Corporation all of the property known as the Oil Sands Project to enable that Corporation to make practical trials of a method which appeared to have potentialities for a previously untried method of separation of the Oil from the Sand. This Lease carried with it the privilege of purchasing the property from the Trustees of the Oil Sands Project, acting on behalf of the Government as a whole. It is questionable if any other source of mineral wealth in the Province, discovered to date, can approach in dollar value the wealth of this Oil deposit, once an economical method of extraction and separation has been found.

#### CEMENT

The demand for Cement held firm throughout 1954 but there were no serious shortages. During the height of the building season, limited supplies were available from British Columbia. Small stocks of U.S.A. cement appeared in some centres at prices much above the Canadian cost. A new Plant is projected for early erection near Edmonton, which when in full production (about 1956) should enable current requirements then to be met.

#### OIL

Statistics to be found in this Report will not be dull reading to those who are truly interested in the prosperity of the Province. Every citizen is being directly benefited by the development of this natural resource. The wealth of the Province is such that cash surpluses and investments exceed the total public debt, a position held by no other Province in Canada. To this pleasing condition, Oil has made an outstanding contribution.

#### SHEET METAL

During 1954, the Board had no difficulty in locating supplies of this commodity. British Sheet Metal has held its high position by reason of its quality, appearance and flexibility. Strong competition is met

with in Aluminum Sheets but the market for Sheet Metal is constantly growing and it is possible that in the future, demand may exceed supply during short periods of unusual activity. At the time of writing, the supply situation is satisfactory.

**Throughout the year 1954, assistance was continued on a varying scale to the following industries:**

#### FURNACE MANUFACTURING

The manufacture of five different types of furnaces was aided by the provision of inventories, including sheet metal, black iron castings, electric motors, blowers or fans, insulation materials and automatic controls of many types. The furnaces consumed coal, natural gas and propane gas. In each case the manufacturer was enabled during the early winter months of each year and through the Spring months to seek Orders for delivery for the following Fall and Winter, confident that production would be possible, since definite arrangements had been made with the Provincial Marketing Board, through its Crown Corporation, Marketing Services Limited, for the provision of all of the materials and equipment necessary to fulfill orders taken.

The advantages of bulk purchasing are obvious and in every case are passed to the client, together with discounts received for prompt payment by the Crown Corporation and in some cases where materials are imported, there were additional savings obtained from the favorable position of the Canadian dollar in comparison with the currencies of the exporting Countries.

#### AUTOMATIC COAL STOKER MANUFACTURING

These Stokers are the Patent of an Alberta citizen who, in addition to manufacturing on his own behalf, has arranged with one of the Furnace manufacturers being assisted to also manufacture the automatic coal stoker under a royalty agreement.

Several years ago, the Board made an investigation into types of Augers, resulting in an Auger being accepted by the inventor, being superior to anything he had previously known. Here again, the assistance extends to the obtaining of automatic controls, Augers, Blowers and Castings sufficient to produce the completed articles.

#### MANUFACTURE OF ROCK WOOL INSULATION

The Board has actively operated an insulation manufacturing Plant in the Province, the raw material being obtained from a mountain near Banff. The operation may shortly be taken over by a newly organized private Company.

#### IMPORTATION OF STEEL

In the purchase of steel, many sources are investigated, since each Order must provide steel of predetermined specifications for specific use. Large numbers of storage tanks used by the Oil Industry have been manufactured in Alberta through the services of the Provincial Marketing Board in obtaining required supplies.

#### IMPORTATION OF MATERIALS FOR THE OIL INDUSTRY

Many auxiliary industries followed the discovery of Oil in the Province and a heavy demand developed for special types of pumps, prefabricated buildings, separators and tanks. In the early months,



most of this equipment had to be imported but today a very large percentage is being prefabricated in the Province, with the co-operation of the Board.

#### ACQUIREMENT AND DISTRIBUTION OF HEAVY REINFORCEMENT WIRE MESH

A comparatively new industry in the Province, but one which is growing rapidly, is engaged in the manufacture of concrete pipes of practically every standard dimension. Enquiries by the Board determined the most suitable source of supply of a reinforcing mesh wire, which is not manufactured anywhere in Canada. The quantities required, as Contracts were allocated, would ordinarily be beyond the financial ability of a new business to acquire and, here again, the Crown Corporation could produce the inventory and hold it at the disposal of the industry. This has provided large scale employment for Alberta citizens.

#### PURCHASE OF LIQUID CHEMICALS

The Board provided a large stock of a liquid chemical for manufacture into a product subject to heavy competition, principally on a price basis. The bulk purchase of the raw material enabled the industry being assisted to meet such competition without financial loss.

#### THE IRRIGATION INDUSTRY

The importance of irrigation to the Province is too well known to the public to need any explanation. The Board provided large stocks of aluminum irrigation tubing so that supplies would be promptly available to the Companies interested in the installation of irrigation systems.

#### A BRICK MAKING PLANT

The industry assisted in this instance was one capable of producing an artistic facing brick which has come into very general use. The Company is now established to the point where further aid from the Board will not be necessary.

#### THE OXYGEN AND ACETYLENE INDUSTRY

Two Companies engaged in the distribution of Oxygen and Acetylene have been assisted by the Board through the Crown Corporation purchasing stocks of cylinders, pressure vessels and valves, enabling comparatively small Companies to expand. One of the difficulties in this type of business is the shipment of cylinders to many points surrounding the manufacturing Plant and the delays occasioned by the slowness of the return of emptied cylinders to the Plant for refilling. This compels Companies engaged in this type of production to maintain quantities of cylinders of each kind greatly in excess of the number required for their direct sales.

#### IMPORTATION OF FIBER GLASS

The manufacture of Fiber Glass has for a long time been confined to one major source on the North American Continent. Fiber Glass imported from an English source proved to be suitable for use on Pipe Lines in this Province and steps are being taken to produce Fiber Glass in the Province, using raw materials available in the Northern part of the Province.

## CONCLUSION

The advisory assistance of the Board is frequently of greater importance than material or financial aid. Heavy expenses have been avoided by businesses and individuals consulting the Members and Officers of the Board. Through the years, these persons have amassed an extensive knowledge of markets and sources of supply, the obtaining of Patents, sales promotion methods, industrial employment conditions and the incorporation of groups of individuals into Companies where such would be advantageous. They have also introduced many Albertans to the services available to them from other Departments of Government. The splendid services rendered by industrial and agricultural Engineers in the Research Council of Alberta and the Department of Agriculture have been drawn to attention again and again, and surprise is frequently expressed by citizens who learn, through this Board, of those services maintained by the Government for their benefit.

Interviews along the foregoing lines are of almost weekly occurrence and are regarded as routine. The solution to a difficulty may often be found in a single interview and, therefore, these matters are rarely mentioned in the Reports of the Board. They are, however, undoubtedly of value to new Canadians, inventors and industrialists.

## B. Buying Policies

The difference in costs between the procurement of one's inventory of raw materials in a hand-to-mouth manner and buying the same materials by the carload or up to a year's requirements at once is frequently the difference between operating at a profit or a loss. A number of businesses commence operations in the Province with a building owned or leased, machinery fully paid for or under partial lien and sufficient working capital to carry them through a period of ninety to one hundred and twenty days when the first returns from sales are due. The difficulty they bring to the Board is the provision of raw materials at the most favorable costs, available only with bulk orders or strictly cash payments. Provided it can be shown—usually as the result of a careful sales survey—that there is a good demand for the product; that the applicant business can meet the demand; that they possess the required skill and knowledge to produce a reliable article and that the establishment of the business may provide gainful employment for Alberta citizens, the assistance of the Provincial Marketing Board is almost assured.

Over a period of years, the Board has adopted a method of operation which may be of interest. The basic reasons for applying for assistance from the Board are frequently similar and can, therefore, be approached along routine lines up to the point where the solution can apply only to the type of business under consideration. As a rule, the Applicant will have a building or buildings or suitable rented space, with equipment, tools or machinery already installed. The Applicant may have sufficient reserve of capital to meet operating expenses for 60 to 90 days, representing the period of getting into operation and having payments fall due on 30 to 60 day terms. The primary need then is an inventory of raw material.

In an interview with a Member or Officer of the Board, the Director or Manager outlines his need and discloses the financial position of the business. The enquiry is designed to clarify the knowledge of the type

of business the Company is about to engage in and the experience of the persons concerned in management, administration, production and selling. Statements, wherever possible, are submitted to the Board for study, in the form of Audited Balance Sheets and Profit and Loss Statements, if the business is already operating, or an Auditor's Statement of the cash position as it would be at the commencement of operations. The Applicant may be required to make a survey of his potential sales market before an Agreement is drawn.

Should the interview indicate that the Application is one which would fall within the policy of the Board, the necessary forms are given to the Applicant and after completion, brought before a regular or special Meeting of the Board for examination. If a favorable decision is reached, the Board recommends the Application to the Honourable the Minister of the Department of Industries and Labour for his approval. Should this be received, an Agreement is drawn containing all of the terms and conditions under which assistance will be rendered. An agreed upon sum of money is immediately available for investment in the required inventory materials, the money being expended by the management of the Crown Corporation, Marketing Services Limited, in accordance with the wish of the Applicant Company.

It will be noted from the foregoing that neither the Provincial Marketing Board nor its subsidiary, Marketing Services Limited, lend any money to Applicants but purchases are made as desired by the Applicant. When the inventory materials arrive in the City or Town of the Applicant, they may be stored by the Crown Corporation in that Company's own premises or may be carried on a part of the Applicant's property leased by the Crown Corporation for the period of the Agreement. The Applicant pays the Crown Corporation for supplies of the materials as they are withdrawn for manufacture or fabrication. Certain advantages accrue to the Applicant, such as a better price for bulk purchases, which would ordinarily be beyond the financial ability of the Applicant Company. Discounts are earned by prompt payment for the materials on the part of the Crown Corporation and occasionally, discounts are earned by reason of a favorable exchange rate for purchases made in foreign countries. All such earnings or savings are passed to the client. The Applicant Company can discontinue its connection with the Crown Corporation at any time without penalty or bonus. Neither the Provincial Marketing Board nor its Trading Company has any profit-making motive, being solely interested in the establishment of another business in Alberta which will produce "Made-in-Alberta" merchandise or increase worthwhile employment opportunities for Alberta citizens.

In carrying out this buying policy, the Board has during 1954 purchased through its Crown Corporation, Marketing Services Limited, quantities of sheet steel, iron castings, steel, iron, aluminum, cement, stoker parts, oxygen and acetylene cylinders, steel bars, tubing, wool, glycol and plastics. These have been held in storage and released as required by the clients, with the result that starting or small industries have been placed upon a competitive basis.

The objective in all cases is the maintenance of gainful employment for Alberta citizens and the building up of industries contributing to increasing supplies of "Made-in-Alberta" goods.

The actual Orders are placed through the Alberta Government Purchasing Agency, so that advantage may be taken of the knowledge of the Buyers there and Orders placed with the best sources of supply,

coupled with ability to deliver goods as and when required. Support of a business may be continued through several years but usually the value of each successive Agreement is for a smaller amount until the industry can carry on without outside assistance. The Board is always pleased when a new business has been brought along to this point or an old established organization has been successfully helped over a difficult spot.

### **C. Selling and Promotional Activities**

From the time it was first organized the Provincial Marketing Board has been active in encouraging the sale of Alberta products. Through personal contacts and correspondence, the work has been energetically carried on. Inquiries are received continuously from various sections of Canada and from other Countries concerning Alberta products.

#### **GENERAL**

Information is sought as to ways and means of developing ideas, obtaining patents, starting businesses, the most suitable location for certain types of manufacture and the extent to which competition may already exist, which might lead to a decision for or against the entering upon a projected course of action.

#### **BRUSHES AND BROOMS**

Reference has been made earlier in this Report to the trades and skills brought to Canada by immigrants. The application in this connection comes from Irish people not long in Canada but already producing fine lines of brooms and brushes. Their problem is that buying cornbroom in small lots leads to unsatisfactory output through lack of uniformity. Their application to the Board was for the importation of good broom in bulk from the U.S.A. This will assist them to hold their present connections, who have not been too pleased over one shipment being lauded by their customers and the next delivery the cause of many complaints. The product turned out by these industrious Irishmen is of high quality workmanship. The Board's help was requested to ensure that the materials worked with are worthy of the skill put into them.

#### **BUILDING MATERIAL**

In the Report of this Board for the year 1953, reference was made at some length to a building material, based on a Swedish Patent but manufactured in Alberta using Alberta raw materials. Sample homes were built in two cities and studied during the winter of 1953-1954. The results proved beyond question that the claims made for this material have not been exaggerated.

The Department of Electrical Engineering, University of Alberta, conducted tests from January 12th to January 26th, 1954, which included the coldest period of the year. The temperature was consistently below zero and remained at —20 degrees for lengthy periods, with a minimum of —30 degrees. At times there was a rise to —6 degrees. Interior temperatures remained constant. The rear bedroom varied only 4 degrees from a high of 80 degrees to a low of 76 degrees. Surface temperature did not vary more than 2 degrees Fahrenheit. At no time was there any visible indication of moisture deposit. The front



bedroom varied from a high of 71 degrees to a low of 68.5 degrees. Despite normal use of the house, which was lived in through the winter, with laundering and cooking carried on, there was neither extreme dryness nor excessive humidity. The house was heated by radiant heating floor panels from a gas-fired hot water boiler. There is no basement. Gas consumption for this very cold month for all purposes cost \$10.00, which compares favorably with a fully insulated home of brick or frame construction.

A Plant has been erected in Calgary and production is being actively carried on. The material has been under test by the Central Mortgage and Housing Corporation to determine its suitability for use in the construction of homes being built with the assistance of that Corporation. To date the material has met every test successfully. Once it is officially accepted, it will be taken into general use and will probably play an important part in the construction of weatherproof homes, apartment blocks and office buildings.

#### WIRE CLOTH

The Board, through its Crown Corporation, continued the importing of reinforcement wire for sewer and water pipe construction. Single rolls in various sizes run from a minimum weight of 625 lbs. to a maximum of 2,015 lbs. The pipes are made in sizes from 6" diameter to 7 feet.

The construction Company has devised a method of tunnelling through suitable soils which does away with the necessity for deep and wide excavations. The pipe is reinforced with the heaviest wire and pushed into place through the tunnel. This operation requires a very strong concrete pipe and a power jack of unusual performance. Results to date have been most satisfactory to the Engineers responsible for the installations and this method will continue in use.

#### MANUFACTURE OF OXYGEN AND ACETYLENE GASES

The Board has continued to import cylinders for the rapidly expanding Company referred to in the Board's Annual Report for the year 1953. Purchases are made direct from the manufacturers, care being taken to ensure that the Pressure Vessels requirements of both Canada and the U.S.A. are complied with. There is no question as to the value of this industry in its area, as its services are constantly being called on from a widening field.

#### SNOW PLOW AND GRADER BLADES

The Board completed the provision of an inventory of specially hardened steel for the manufacture of Snow Plow and Road Grader Blades. The industry is now well established in Alberta, has moved into its own office building adjacent to its storage yard and has branched out into several complementary lines of production.

#### SODIUM CARBONATE

An enquiry reached the Board from a new industry formed in 1954 for the manufacture of glass in all its forms, including Fibre Glass. This was for the locating of a source of supply of Sodium Carbonate or Soda Ash in bulk quantities. The Board, through its close connection with the Alberta Government Purchasing Agency, very quickly put the Applicant Company in touch with both a Canadian



manufacturer and the Canadian representative of a large chemicals manufacturer in the U.S.A. Supplies have since been arriving satisfactorily from the Canadian supplier.

#### TITANIUM DIOXIDE

In the Annual Report of this Board for the year 1952, reference was made to the successful finding of one of sixteen types of Titanium Dioxide for an inventor. Not until late in 1954 was anything further heard of this project. Now practical tests are being made and will continue into 1955. If successful, the new product and method of application will be practically a necessity for Municipal use and Federal and Provincial Departments of Highways. Up to the present date, the material has stood up to the heaviest tests, showing no indication of deterioration. The form in which this material is being used may not yet be disclosed.

#### MEN'S NECKTIES

An unusual request to the Board was for assistance in placing a Silk Screen Process Printer in touch with a source of men's neckties in large quantities. The first requirement was for 5,000 identical ties of one solid colour. The Applicant was interested only in Nylon as the basic material. The Board's enquiries showed that a material called Acetate is superior for screen print impressions and it is closely followed by Dacron, a more expensive synthetic fabric. Several manufacturers were located, who could take on sizeable orders with delivery dates in keeping with the requirements, and the Applicant was put in touch with them. This is an illustration of the knowledge and experience of the Board being placed at the disposal of an enquirer as a service of the Government, resulting in his learning of a more suitable material at a considerable saving in cost.

#### GILSULATE

The assistance of the Board was requested for the bringing to the Province carload quantities of GILSULATE. Gilsulate is a loose, crumbly material mined in Utah, U.S.A. and used for the insulating of hot underground pipes. The heat from the pipes fuses the Gilsulate into a semi-solid resembling plastic, which is inert to electrolysis, acids and alkalis found in soils. The Gilsulate expands and contracts with changes in the temperature of the pipe and contact is thereby continuously maintained. For several reasons, this Application did not fall within the policy of the Board and no assistance was given. However, the material is being imported into the Province freely by a number of users, without Governmental aid.

#### ORNAMENTAL IRON

An Application was received by the Board for assistance in acquiring machinery to enlarge the scope of a small industry already well established in a few lines but capable of expanding into a larger field. This Application was received late in the year and has not been finalized, but already the management have received detailed information of special types of Punches, Shears, Bar Cutters, Drills, Forges and Bending Rolls. Catalogues have been supplied from a number of manufacturers and these are being studied, with a view to determining those best suited for the types of work available in this Province. With the consultative help of the Board, a long range plan can be adopted and

the capital equipment brought in from time to time as finances may permit and increased business justifies. The Board may further assist in the provision of an inventory of raw materials for fabrication.

#### PLASTIC TUBES

The Board has actively encouraged the incorporation of a Company to engage in the manufacture of plastic tubing. With Canadian Industries producing Polythene in Edmonton, the most favorable conditions exist in or near that City for the conversion of Polythene resins. In fact, C.I.L. (1954) Limited have assured the Directors of the newly formed Company of their co-operation in the supply of technical data on physical properties, processing behavior, end uses, new techniques and general assistance with special problems which may arise. Plastic hose up to 2½" I.D. will be made and a sales survey indicates a ready market for the output. There is an employment potential in each new industry established in the Province, and this is especially valuable in this year of notable unemployment. The Board will observe the progress of this new industry with interest.

#### CORROSION PREVENTIVE SERVICE

The Board investigated a system of cathodic corrosion preventive service, for which financial and inventory assistance were being requested. This investigation entailed an exhaustive study of the forms of damage occurring through corrosion in tanks, flow lines and casings. Replacements to existing plants in Canada caused by corrosion in one year are said to run as high as \$500,000,000.00. There are four primary methods of dealing with varying forms of corrosion:

1. The use of coatings, such as plastics, coal tars, paints, metallizing.
2. Cathodic Protection.
3. Inhibitors and Chemical treatment.
4. Use of non-corrodable materials, where practicable, such as Plastics, Ceramics and Alloys.

The unusual nature of the inventory of cathodes, anodes, plastics, etc., purchased for one specific use, would have been a limiting factor in its ultimate disposal should the Applicant fail to repurchase the same from the Board. It was decided not to enter into an Agreement with the Applicant until the whole subject could be more fully enquired into. Local Refineries and Oil Companies with Pipe Lines admitted they are now finding, as their installations grow older in service, that corrosion is becoming a real threat and preventive measures a necessity. Meanwhile, an Edmonton section of the National Association of Corrosion Engineers has been formed, with a representative membership of about forty, and close study of the problems caused by corrosion is being carried on under the guidance of the National Association. The Board's enquiries are continuing.

#### INVENTIONS AND PATENTS

Few weeks pass without an Application for help in obtaining a Patent for some new idea or gadget, some practical, some of doubtful value, but each regarded by its creator as something the public cannot do without. In the majority of cases, the Board can only act in an advisory capacity but some ideas are investigated or referred to specialists for opinions. On receipt of same, the Applicant may be advised

to seek the services of a Patent Attorney of his own selection or to give up the idea and unnecessary expense if the specialist's report is not favorable to production. A few reports on Applications of the above nature follow:

#### JET AEROPLANE

The Board was approached for aid in bringing a novel idea for a Jet Aeroplane to the notice of the right people who could assist in manufacture of a model and have the equipment to carry out the necessary tests. Arrangements were made for the inventor to meet with an Industrial Engineer of the Research Council of Alberta. He was there advised to build a model to display his theory and was encouraged to continue the development of his ideas more fully. Should he do so and obtain the Patents for which he has applied in the U.S.A., he will be put in touch with those persons most fitted to produce the Plane or further develop the Patent. Contact is being maintained with the inventor in order that Canada may receive the full benefit should a new type of Aeroplane develop from this inventor's theories.

#### AUTO ENGINE HEATER

The Applicant had blueprints of an apparatus for which Patent has been applied in Canada. The Board arranged for the manufacture of the Dies and for several minor alterations and improvements in design and found a manufacturer to commence production. Inspection of the furnace by the Underwriter's Association representative has also been provided for, to ensure that before any are installed, their use will not adversely affect insurance in force or to be applied for.

#### PLASTIC TRAFFIC SIGNAL

Another invention, with Patent applied for, is a Plastic Traffic Warning Signal to be carried on the rear of motor vehicles of every size and type. This has a flashing on-and-off light exposing the words "CROSSWALK OCCUPIED". It is operated by a pushbutton on the gearshift lever. It is to be used when a car or truck stops near an intersection to allow a pedestrian to cross. A number of fatalities have occurred by other drivers attempting to pass the stationary vehicle at that time and place. The device has been shown to and favorably received by several Provincial Motor Associations, Safety Councils and Police Forces. They are easy to install and will be available in models for cars, trucks and buses at low cost.

A suitable plastic was needed for the body or outer housing of the signal. Tenite, in a certain thickness and formula, was decided on. However, the Board learned that this comes in clear transparent or white translucent only and does not readily hold paint. The search is continuing for a plastic capable of being molded by heat and pressure, with the colour added during manufacture at the Plastic Factory. The first car models will be in Fire Engine Red. Later models may match the car colour but it is felt the signal will get more attention from overtaking drivers if installed in a contrasting colour from that of the vehicle.

#### TRENCH DIGGING IN WINTER

Assistance was requested for the purchase of one machine and the construction of a complementary (patented) implement for which certain claims were made by the inventor. This man, long experienced with

cutting tools in hard coal mines in Scotland, was impressed during his first winter in Canada by the methods in vogue for trench digging through frozen ground. He noted the expense incurred in pre-heating the route of a pipe line for days before digging could be commenced. He designed a machine, based largely on coal undercutting machinery, capable of going on to a pipeline route without any preparation and completing the required trench to any depth or width in less time than present methods require. He estimated his whole Contract price would not exceed the prevailing cost of fuels burned to thaw the ground. He has been assured by Municipal Engineers and gas and oil Company Executives of all the work he can handle, provided a demonstration indicates that he can fulfil his statements in an actual test. His capital resources are held in Scotland and can be released for transfer to Canada only within the scope of British Regulations governing currency movements. The Board arranged for examination of the Applicant's claims by practical persons, expert in such matters, and opinions were expressed that there is every reason to believe the Applicant should succeed in this undertaking. A favorable report was also received from an Industrial Engineer of the Research Council of Alberta.

A demonstration of the machine was held under winter conditions, attended by Engineers of a Municipality, a gas service Company, oil Pipelines representatives, newspaper reporters and photographers and Government Officials. A machine was loaned to the inventor and his patented appliances added to it. The horsepower of the machinery was sufficient only for a trench of medium width to be cut. The equipment fully lived up to the inventor's claims, cutting a trench 4' deep, 7" wide for a 3" gas pipeline. The trench walls were sharply defined and clean and all cut material was removed in the one operation, leaving the excavation immediately ready for laying of the pipe. A larger and more powerful machine will make possible trenching to greater depths and width. The development is continuing. The demonstration and publicity were arranged by the Board as a service and a Contract has resulted for the inventor.

The Board are continuing to assist in this matter, along a number of lines, and it is possible this machine may in the near future become a familiar sight in Towns and Cities as sewer, water or gas mains are laid during winter months, without the burning of straw or coke in the streets for days previously as is now standard practice. If oil and gas lines could also be laid across country in the winter months, employment would be available to many men now usually idle in cold weather.

#### MISCELLANY

Among other requests dealt with by the Board and not proceeded with for a variety of reasons were: (1) Industrial glass, (2) Tractor parts, (3) Aluminum doors, windows and awnings.

#### FURNACES

The Board has been instrumental in encouraging the manufacture of five types of Furnace, one coal burning with or without automatic coal stoker and fans, one burning natural gas and capable of being adjusted to the use of propane gas and one for use with natural gas with a propane burning model by the same manufacturer. These "Made-in-Alberta" furnaces are meeting with great success in the Province and beyond. Some builders, with Contracts to erect several



hundred homes in a single development, specify their complete furnace requirements from one or the other of these Alberta manufacturers. The Board has assisted in the provision of raw and finished materials for the manufacturing inventories.

#### MISCELLANEOUS

The Board is frequently requested to act as Agent for Departments of Government, other than the Department of Industries and Labour. This is owing to its ability to buy and sell through its Crown Corporation, Marketing Services Limited, and its knowledge of locations of materials of every kind. During 1954, the Board was responsible for the collection and listing of the assets of a Development Company, unable to continue operation. These were advertised for sale by Tender, with a resultant satisfactory return, every step being carried out by Officers of the Board on behalf of the Department of Government directly concerned.

#### GLASS AND GLASS FIBRE

Not too many Albertans are aware that amongst their Province's natural resources there is a large deposit of glass sand North of Edmonton. This deposit of silica is remarkable for its fineness and purity. This will one day be a source of glass fibre and glass tubing. The Board has been vitally interested during much of 1954 in the possibility of early development of this huge deposit and a Company has been formed to undertake the operation.

The use of fiberglass in the U.S.A. alone increased 150% between the years 1947 and 1951. In our own Province, it is in use for underground pipe wrap, wire and cable coverings, generator insulations, fibre mats for plastic reinforcements, air filters and molded equipment. Glass fibre is completely inert to chemical reaction and is highly heat resistant. The fullest development, therefore, of this resource will beneficially affect many forms of employment in the Province.

#### SPECIAL INDUSTRIAL CLOTHING

The Board reports on the development of a business specializing in the manufacture of coated gloves, jackets, pants, aprons, waders and tarps. The coating is a plastic. The garments are sold for the use of employees of creameries, dairies, packing houses, commercial fishermen and sportsmen. The gloves are used by electricians, telephone workers and persons handling chemicals, oils and greases. A largely untapped market exists for these products and the progress of this industry will be watched with keen interest.

#### PROTECTED DOOR KNOBS

The Board was approached by a young man who had thought of several products while confined to an iron lung. One idea—for which patent is under consideration—is for a foam rubber or latex cover to slip over door knobs. On outside doors, the intention is to guard against frost burns by bare hands coming in contact with frozen metal. Indoors the covers are designed to reduce damage to walls through doors being pushed against the plaster, and also to protect small children from hurt should they bump into the doorknob.

There are many manufacturing difficulties, even in a small household article such as this. The cover is intended to be double thickness at the base, yet pliant enough at the neck to be extended to slip over



a knob and tighten again. Here the Board's enquiries located a material which would exactly meet the specifications. At the close of 1954, the development of this idea was still under consideration.

#### AUTOMOBILE GAS LOCK

The inventors of a new Gas Lock for the protection of automobiles from theft brought their plans to the Board to learn to what extent they could be assisted in the manufacture and distribution of their device. The need for protection by this or some similar article is increasing. In 1953-1954 in one Alberta City, juvenile delinquents accounted for 185 car thefts, as compared to 96 in 1952-1953. Suitable locks can be imported from the United States and all other parts can be manufactured in Edmonton.

#### BUILDING BOARD

The housing shortage which followed the Second World War resulted in building activities on a scale never previously contemplated. Shortages of vital materials brought about a search for substitutes and numerous new building materials appeared on the market. New uses were found for glass blocks, cement blocks, Ytong blocks and slabs, Stramit building board manufactured of compressed straw, plastics and plywoods.

A material which entered the Alberta market late in 1954 is based largely on long wood shavings, cement and other additives produced in boards of varying thickness, 2 feet by 8 feet in size. This board is very resistant to direct flame and unusually strong for bearing stresses. Its surface is such that it can be stuccoed on the outer side without requiring wire, and plastered on the inner side without the use of lath. It gives complete protection against sounds from one room penetrating to the next and does not shrink or swell if thoroughly wetted. Despite the unusual characteristics of this board, its cost is low and it has been approved for use in the construction of houses under the Central Mortgage and Housing Control.

The manufacture and sale of this board should increase rapidly as it becomes better known to the trade and this may yet become a large industry, providing year around employment to many people.

#### MAHOGANY PLYWOOD

Another recent innovation in interior finishing of homes is Japanese mahogany. This originates in the mahogany stands in the Philippines, where the logs are cut. These are shipped to Japan for peeling and manufacture into plywood. To offset damage from worms or borers each ply is crossed against the grain of the piece below it and this practice, added to the use of a resin, protects the finished article against this form of damage. The plywood is shipped to Vancouver, where it is quickly turned into doors, moulding and panels in an unfinished state. Many beautiful finishes can be achieved with this lovely material, for which there is a growing demand. Its cost is comparable with several of the better-known plywoods, long on the Canadian market, but in appearance and utility, mahogany is setting its own high standards. The panels can be used in Do-it-yourself crafts for rumpus rooms or for table and counter tops, while there are suitable mouldings to add an attractive finish to every project. Doors can be made up to customer's own requirements, as well as being available in custom patterns. They

are very beautiful. The Board has played its part in establishing an industry in Alberta, based largely on the use of the so-called Japanese mahogany.

#### MODERN WINDOWS AND DOORS

Home building rather than house building has given the woman in the home a large say in what makes a house a home. Windows have finally achieved the importance they deserve. The more popular types are of aluminum construction, capable of being turned outside to inside without lowering the temperature of the room. This enables windows to be cleaned regardless of outside temperature or bad weather. Several businesses are engaged on this line of product in Alberta, including screen windows also of aluminum. Combination doors have screens which can be high or low in the door frame, being very easily changed in position without the householder being exposed to the weather. This type of door can be instantly changed from a summer door to a winter door without use of tools. In addition, the aluminum lends itself to great beauty of design. These doors and windows are rarely painted but it is possible to paint them to match their surroundings, using a special paint. They are appearing more and more frequently on new homes. The Board has been interested in this development of the use of aluminum since its birth.

#### CONCLUSION

The preceding paragraphs illustrate to a small extent the practical application of "The Alberta Marketing Act" to Alberta business. No other Province in Canada has Legislation in force extending a comparable service to its citizens. This statement has frequently been made to Members and Officials of the Provincial Marketing Board as a matter for regret by visitors from other parts of Canada. The items outlined in the foregoing pages of this Report do not attempt to cover all of the enquiries which reach the Board throughout the year in connection with the obtaining of Patents, the distribution of specialty items to sales outlets, or other forms of selling and promotional activities, or the provision of inventories of materials for processing and fabrication.

#### **D. Implement Parts Distributors**

The Directors of the Crown Corporation, Marketing Services Limited, are disposing of the stocks remaining from the operation of Implement Parts Depots in several places in the Province. Efforts are being made to draw the attention of wholesale and retail buyers to the stocks, in the hope of achieving bulk sales rather than the slower reduction obtained by retail sales to the public. Success in this effort will write Finis to a service rendered to the agricultural community which at its zenith was of untold value.

#### **E. New Industrial Development**

The year 1954 witnessed a continued high level of economic activity, although on balance the peaks of 1953 were not reached. New industries entered the Province, representing large capital investments, as may be found in the succeeding pages. The statistics which follow—submitted by the majority of Cities and Towns in the Province—indicate clearly the growth of these communities and the improved living standards as represented by outlays for paving of streets, gravelling of

secondary roads and lanes, curbing, sidewalks, sewer services and water installations. Cities and Towns are each in alphabetical order for ready reference.

## CALGARY

Statement of Building Permits issued in 1954:

Total—2,528

Value—\$61,664,214.00

This amount is composed of:

111	Commercial Buildings .....	\$15,553,908.00
19	Schools .....	3,688,585.00
2	Hospitals .....	4,763,000.00
58	Apartment Blocks and Hotels .....	2,868,520.00
2,270	Private Dwellings .....	22,876,155.00
38	Public Buildings .....	10,794,846.00
12	Churches .....	714,300.00
18	Miscellaneous .....	404,900.00
<hr/>		
2,528		\$61,664,214.00

The following improvements were also carried out:

Sidewalks and Roads -----	\$ 1,124,091.52
Sewers -----	2,121,942.61
Waterworks -----	265,259.18
Electricity and Communications -----	1,400,000.00
Miscellaneous -----	2,258,669.97

\$7,169,963.28

## CAMROSE

Statement of Building Permits issued in 1954:

Total—158

Value—\$1,466,880.00

This amount is composed of:

15	Commercial Buildings .....	\$ 158,000.00
1	School .....	193,000.00
2	Apartment Blocks and Hotels .....	15,000.00
38	Private Dwellings .....	380,000.00
2	Public Buildings .....	401,000.00
3	Churches .....	100,000.00
97	Miscellaneous .....	219,880.00
<hr/>		
158		\$1,466,880.00

In addition, the following improvements were carried out:

Sidewalks—53,750 sq. ft. ....	\$ 21,500.00
Sewers—24,500 lin. ft. ....	70,000.00
Paving—43,560 sq. ft. ....	4,000.00
Waterworks—3,768 lin. ft. ....	9,796.00

## DRUMHELLER

Statement of Building Permits issued in 1954:

Total—63

Value—\$311,523.00

This amount is composed of:

17	Commercial Buildings .....	\$ 33,703.00
1	Hospital .....	1,000.00
43	Private Dwellings .....	33,320.00
2	Public Buildings .....	243,500.00
<u>63</u>		<u>\$311,523.00</u>

The following improvements were also carried out:

Sidewalks .....	\$ 510.00
Sewers .....	950.00
Paving .....	49,000.00
Waterworks .....	11,600.00

## EDMONTON

Statement of Building Permits issued in 1954:

Total—5,313  
Value—\$53,678,610.00

This amount is composed of:

165	Commercial Buildings .....	\$ 7,400,293.00
51	Schools, Churches and Hospitals .....	3,341,885.00
93	Apartment Blocks and Hotels .....	3,482,000.00
2,995	Private Dwellings .....	29,152,250.00
8	Public Buildings .....	7,415,000.00
2,001	Miscellaneous .....	2,887,182.00
<u>5,313</u>		<u>\$53,678,610.00</u>

The following improvements were also carried out:

Sidewalks—63.86 miles .....	\$ 834,470.00
Sewers and Drainage—78.6 miles .....	6,047,805.00
Paving—32.08 miles .....	1,901,510.00
Waterworks—35.23 miles .....	1,031,943.00
Electricity (services, substations, etc.) .....	2,600,000.00
Gas Lines—(new services—3301) (new main—42.18 miles) .....	994,144.00

## LETHBRIDGE

Statement of Building Permits issued in 1954:

Total—814  
Value—\$9,486,158.00

This amount is composed of:

90	Commercial Buildings .....	\$1,973,462.00
5	Schools .....	1,378,633.00
1	Hospital .....	730,000.00
34	Apartment Blocks and Hotels .....	1,127,738.00
679	Private Dwellings .....	3,808,325.00
5	Churches .....	468,000.00
<u>814</u>		<u>\$9,486,158.00</u>

The following improvements were also carried out:

Sidewalks .....	\$ 199,045.00
Sewers .....	309,387.00
Paving .....	165,295.00
Waterworks .....	586,825.00
Electricity .....	413,500.00

**MEDICINE HAT**

Statement of Building Permits issued in 1954:

Total—467

Value—\$2,457,449.00

This amount is composed of:

11	Commercial Buildings .....	\$ 11,500.00
1	School .....	101,000.00
5	Apartment Blocks and Hotels .....	110,000.00
211	Private Dwellings .....	1,922,169.00
2	Public Buildings .....	21,500.00
2	Churches .....	13,800.00
235	Miscellaneous .....	277,480.00
467		<u>\$2,457,449.00</u>

The following improvements were also carried out:

Sidewalks .....	\$ 140,531.00
Sewers .....	42,346.00
Paving .....	64,892.00
Waterworks .....	101,882.00
Electricity .....	80,000.00
Gas Lines .....	108,852.00
Bridge .....	21,075.00

**RED DEER**

Statement of Building Permits issued in 1954:

Total—397

Value—\$3,780,350.00

This amount is composed of:

20	Commercial Buildings .....	\$ 640,000.00
5	Schools .....	288,000.00
1	Hospital .....	375,000.00
22	Apartment Blocks and Hotels .....	500,000.00
175	Private Dwellings .....	1,616,800.00
5	Churches .....	141,000.00
169	Miscellaneous .....	219,550.00
397		<u>\$3,780,350.00</u>

The following improvements were also carried out:

Sidewalks .....	\$ 53,025.00
Sewers .....	31,414.00
Waterworks .....	101,790.00
Electricity .....	41,770.00

**WETASKIWIN**

Statement of Building Permits issued in 1954:

Total—146

Value—\$620,330.00

This amount is composed of:

15	Commercial Buildings .....	\$ 46,750.00
1	School .....	80,900.00
2	Apartment Blocks and Hotels .....	33,000.00



106	Private Dwellings .....	420,630.00
1	Public Building .....	37,000.00
21	Miscellaneous .....	2,050.00
<hr/>		
146		\$620,330.00

The following improvements were also carried out:

Sidewalks .....	\$ 16,533.00
Sewers .....	13,520.00

### ATHABASCA

Statement of Building Permits issued in 1954:

Total—30  
Value—\$535,200.00

This amount is composed of:

7	Commercial Buildings .....	\$ 8,300.00
1	School .....	250,000.00
15	Private Dwellings .....	54,600.00
1	Public Building .....	220,000.00
6	Miscellaneous .....	2,300.00
<hr/>		
30		\$535,200.00

The following improvements were also carried out:

Sidewalks .....	\$ 3,500.00
Sewers .....	4,500.00
Waterworks .....	6,000.00

### BARRHEAD

Statement of Building Permits issued in 1954:

Total—20  
Value—\$156,500.00

This amount is composed of:

7	Commercial Buildings .....	\$116,400.00
12	Private Dwellings .....	35,900.00
1	Church .....	4,200.00
<hr/>		
20		\$156,500.00

### BASSANO

Statement of Building Permits issued in 1954:

Total—9  
Value—\$20,400.00

This amount is composed of:

1	Commercial Building .....	\$ 850.00
5	Private Dwellings .....	18,500.00
3	Miscellaneous .....	1,050.00
<hr/>		
9		\$ 20,400.00

Waterworks .....	\$ 950.00
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The following improvements were also carried out:

**BEVERLY**

Statement of Building Permits issued in 1954:

Total—194  
Value—\$702,240.00

This amount is composed of:

15	Commercial Building .....	\$ 97,740.00
99	Private Dwellings .....	572,800.00
80	Miscellaneous .....	31,700.00
194		<u>\$702,240.00</u>

The following improvements were also carried out:

Sidewalks .....	\$678,635.00
Waterworks and Sewers .....	439,112.88

**BLAIRMORE**

Statement of Building Permits issued in 1954:

Total—13  
Value—\$11,650.00

This amount is composed of:

2	Commercial Buildings .....	\$ 5,250.00
6	Private Dwellings .....	5,500.00
5	Public Buildings .....	900.00
13		<u>\$ 11,650.00</u>

**BONNYVILLE**

Statement of Building Permits issued in 1954:

Total—49  
Value—\$603,000.00

This amount is composed of:

2	Commercial Buildings .....	\$ 6,300.00
1	School .....	88,000.00
1	Hospital .....	300,000.00
34	Private Dwellings .....	167,400.00
2	Public Buildings .....	35,500.00
9	Miscellaneous .....	5,800.00
49		<u>\$603,000.00</u>

The following improvements were also carried out:

Storm Sewers .....	\$ 21,000.00
(Filter) Holding Pond for waterworks .....	20,000.00
Waterworks Extensions .....	\$ 28,000.00

**BOW ISLAND**

Statement of Building Permits issued in 1954:

Total—38  
Value—\$160,000.00

This amount is composed of:

7	Commercial Buildings .....	\$ 70,000.00
14	Private Dwellings .....	71,000.00
17	Misc. Additions and Alterations .....	19,000.00
38		<u>\$160,000.00</u>

The following improvements were also carried out:

Sidewalks .....	\$ 5,100.00
Waterworks .....	4,000.00
Gas Lines .....	1,500.00

### BOWNESS

Statement of Building Permits issued in 1954:

Total—199  
Value—\$923,425.00

This amount is composed of:

1	School Addition .....	\$ 45,000.00
1	Hotel .....	75,000.00
131	Private Dwellings .....	789,825.00
66	Miscellaneous .....	13,600.00
<hr/>		
199		\$923,425.00

### BROOKS

Statement of Building Permits issued in 1954:

Total—48  
Value—\$131,350.00

This amount is composed of:

5	Commercial Buildings .....	\$ 15,950.00
32	Private Dwellings .....	110,650.00
1	Public Building .....	400.00
1	Church .....	600.00
9	Miscellaneous .....	3,750.00
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48		\$131,350.00

### CALMAR

Statement of Building Permits issued in 1954:

Total—7  
Value—\$87,000.00

This amount is composed of:

2	Commercial Buildings .....	\$ 15,000.00
1	Hotel Addition .....	40,000.00
3	Private Dwellings .....	12,000.00
1	Public Building .....	20,000.00
<hr/>		
7		\$ 87,000.00

### CARDSTON

Statement of Building Permits issued in 1954:

Total—24  
Value—\$171,100.00

This amount is composed of:

6	Commercial Buildings .....	\$ 31,200.00
1	School .....	60,000.00
16	Private Dwellings .....	39,900.00
1	Miscellaneous .....	40,000.00
<hr/>		
24		\$171,100.00

The following improvements were also carried out:

Sidewalks .....	\$ 2,000.00
Sewers .....	20,000.00
Paving .....	2,000.00
Waterworks .....	25,000.00
Electricity .....	9,000.00

### CASTOR

Statement of Building Permits issued in 1954:

Total—21  
Value—\$151,000.00

This amount is composed of:

2 Commercial Buildings .....	\$ 36,000.00
19 Private Dwellings .....	115,000.00
<u>21</u>	<u>\$151,000.00</u>

The following improvements were also carried out:

Sidewalks (2 blocks completed) .....	\$ 800.00
Waterworks .....	25,000.00

### CLARESHOLM

Statement of Building Permits issued in 1954:

Total—33  
Value—\$244,100.00

This amount is composed of:

6 Commercial Buildings .....	\$ 35,900.00
1 School .....	34,000.00
26 Private Dwellings .....	174,200.00
<u>33</u>	<u>\$244,100.00</u>

The following improvements were also carried out:

Sidewalks (53,552 sq. ft. new cement walk) .....	\$ 24,959.00
Sewer Extensions .....	7,687.21
Constructed a Lagoon .....	31,000.00
Waterworks Extensions .....	16,499.39

### COALDALE

Statement of Building Permits issued in 1954:

Total—46  
Value—\$116,830.00

This amount is composed of:

2 New Commercial .....	\$ 8,000.00
2 Commercial—additions .....	2,750.00
17 Private Dwellings (new) .....	89,000.00
15 Private Dwellings (additions) .....	11,375.00
10 Miscellaneous .....	5,705.00
<u>46</u>	<u>\$116,830.00</u>

The following improvements were also carried out:

Cement Sidewalks, 148' x 5', 430' x 8' .....	\$ 799.00
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**COLEMAN**

Statement of Building Permits issued in 1954:

Total—10  
Value—\$1,600.00

This amount is composed of:

1	Commercial Building (alteration) .....	\$ 300.00
8	Private Dwellings (alterations) .....	800.00
1	Miscellaneous .....	500.00
<hr/>		
10		\$1,600.00

The following improvements were also carried out:

Sidewalks, 650 ft. ....	\$ 1,900.00
Paving, 1,000 ft. ....	2,000.00

**CORONATION**

Statement of Building Permits issued in 1954:

Total—12  
Value—\$35,000.00

This amount is composed of:

12	Private Dwellings .....	\$ 35,000.00
<hr/>		
12		\$ 35,000.00

The following improvements were also carried out:

3 Blocks Sidewalks .....	\$ 1,000.00
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**DAYSLAND**

Statement of Building Permits issued in 1954:

Total—26  
Value—\$82,425.00

This amount is composed of:

4	Commercial Buildings .....	\$ 10,000.00
1	School .....	60,000.00
21	Private Dwellings .....	12,425.00
<hr/>		
26		\$ 82,425.00

The following improvements were also carried out:

Sidewalks .....	\$ 95.60
Sewers .....	54,578.75

**DEVON**

Statement of Building Permits issued in 1954:

Total—7  
Value—\$83,000.00

This amount is composed of:

5	Commercial Buildings .....	\$ 40,000.00
1	Hospital .....	20,000.00
1	Public Building .....	23,000.00
<hr/>		
7		\$ 83,000.00

The following improvements were also carried out:

Sidewalks .....	\$ 4,380.00
Paving Curbs .....	5,000.00
Gas Lines .....	1,200.00



**EDSON**

Statement of Building Permits issued in 1954:

Total—84

Value—\$604,210.00

This amount is composed of:

25	Commercial Buildings .....	\$340,300.00
45	Private Dwellings .....	256,060.00
3	Churches .....	4,100.00
11	Miscellaneous .....	3,750.00
<u>84</u>		<u>\$604,210.00</u>

The following improvements were also carried out:

Sewers .....	\$ 2,722.40
Waterworks .....	11,822.56
Electricity .....	46,639.82

**FAIRVIEW**

Statement of Building Permits issued in 1954:

Total—43

Value—\$127,850.00

This amount is composed of:

4	Commercial Buildings .....	\$ 12,800.00
1	School .....	4,500.00
16	Private Dwellings .....	65,000.00
1	Public Building .....	25,000.00
7	Churches (alterations) .....	1,300.00
14	Miscellaneous .....	19,250.00
<u>43</u>		<u>\$127,850.00</u>

The following improvements were also carried out:

4 Blocks Concrete Sidewalks .....	\$ 2,753.80
Sewer Disposal Pond .....	3,049.20

**FOREST LAWN**

Statement of Building Permits issued in 1954:

Total—100

Value—\$361,000.00

This amount is composed of:

8	Commercial Buildings (additions) .....	\$ 6,000.00
1	School addition .....	20,000.00
1	Clinic .....	6,000.00
67	Private Dwellings .....	300,000.00
1	Fire Hall .....	3,000.00
1	Telephone Exchange .....	8,000.00
21	Private Garages .....	18,000.00
<u>100</u>		<u>\$361,000.00</u>

The following improvements were also carried out:

Waterworks .....	\$ 1,340.00
Electricity .....	5,300.00

**FORT MACLEOD**

Statement of Building Permits issued in 1954:

Total—11  
Value—\$72,365.00

This amount is composed of:

2	Commercial Buildings .....	\$ 8,000.00
1	School .....	38,665.00
3	Private Dwellings .....	24,000.00
5	Miscellaneous .....	1,700.00
<hr/>		
11		\$ 72,365.00

The following improvements were also carried out:

Sidewalks—Resurfacing .....	\$ 1,343.00
Sewers—House connections .....	3,475.00
Paving—9 blocks .....	9,000.00
Waterworks—Repairs and maintenance .....	12,397.00
Electricity .....	4,649.00

**FORT SASKATCHEWAN**

Statement of Building Permits issued in 1954:

Total—117  
Value—\$892,842.00

This amount is composed of:

9	Commercial Buildings .....	\$ 61,050.00
74	Private Dwellings .....	818,142.00
34	Miscellaneous .....	13,650.00
<hr/>		
117		\$892,842.00

The following improvements were also carried out:

Sidewalks .....	\$ 2,200.00
Sewers .....	10,000.00
Waterworks .....	15,000.00

**GLEICHEN**

Statement of Building Permits issued in 1954:

Total—1  
Value—\$800.00

This amount is composed of:

1	Private Dwelling .....	\$ 800.00
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The following improvements were also carried out:

Sidewalks .....	\$ 1,655.00
Sewers .....	385.00
Waterworks .....	1,350.00

**GRANDE PRAIRIE**

Statement of Building Permits issued in 1954:

Total—214  
Value—\$531,902.00

This amount is composed of:

37	Commercial Buildings .....	\$ 92,365.00
165	Private Dwellings .....	412,612.00
2	Public Buildings .....	11,500.00
2	Churches .....	1,100.00
4	Industrial .....	10,575.00
4	Miscellaneous .....	3,750.00
<hr/>		
214		\$531,902.00

The following improvements were also carried out:

Sidewalks .....	\$ 46,511.00
Sewers—Storm .....	20,013.00
Waterworks and Domestic Sewers .....	80,412.00

**GRANUM**

Statement of Building Permits issued in 1954:

Total—3  
Value—\$46,000.00

This amount is composed of:

1	Two-room School addition .....	\$ 34,000.00
2	Private Dwellings .....	12,000.00
<hr/>		
3		\$ 46,000.00

The following improvements were also carried out:

Sewers (complete Town) .....	\$ 55,000.00
Waterworks .....	1,500.00

**GRIMSHAW**

Statement of Building Permits issued in 1954:

Total—25  
Value—\$90,500.00

This amount is composed of:

3	Commercial Buildings .....	\$ 1,600.00
18	Private Dwellings .....	74,700.00
1	Public Building .....	10,000.00
1	Church .....	3,400.00
2	Miscellaneous .....	800.00
<hr/>		
25		\$ 90,500.00

The following improvements were also carried out:

Sewers .....	\$ 33,000.00
Waterworks .....	3,000.00

**HANNA**

Statement of Building Permits issued in 1954:

Total—28

Value—\$153,450.00

This amount is composed of:

4	Commercial Buildings .....	\$ 22,000.00
1	Hotel .....	16,900.00
15	Private Dwellings .....	88,400.00
1	Church .....	24,000.00
7	Miscellaneous .....	2,150.00
<hr/> 28		<hr/> \$153,450.00

The following improvements were also carried out:

Sidewalks .....	\$ 10,245.00
Sewers .....	21,120.00
Waterworks .....	12,024.00

**HARDISTY**

Statement of Building Permits issued in 1954:

Total—13

Value—\$21,200.00

This amount is composed of:

1	Commercial Building .....	\$ 4,000.00
1	Hospital addition .....	1,000.00
11	Private Dwellings .....	16,200.00
<hr/> 13		<hr/> \$ 21,200.00

**HIGH PRAIRIE**

Statement of Building Permits issued in 1954:

Total—61

Value—\$364,350.00

This amount is composed of:

4	Commercial Buildings .....	\$132,000.00
2	Apartment Blocks and Hotels .....	163,150.00
50	Private Dwellings .....	68,650.00
5	Miscellaneous .....	550.00
<hr/> 61		<hr/> \$364,350.00

**HIGH RIVER**

Statement of Building Permits issued in 1954:

Total—19

Value—\$96,308.00

This amount is composed of:

2	Commercial Buildings .....	\$ 24,500.00
9	Private Dwellings .....	68,300.00
8	Private Garages .....	3,508.00
<hr/> 19		<hr/> \$ 96,308.00

The following improvements were also carried out:

Sidewalks .....	\$ 8,158.00
Sewers .....	2,107.00
Paving .....	3,100.00
Waterworks .....	9,075.00

## INNISFAIL

Statement of Building Permits issued in 1954:

Total—27  
Value—\$100,025.00

This amount is composed of:

5 Commercial Buildings .....	\$ 36,700.00
18 Private Dwellings .....	61,775.00
1 Church .....	1,000.00
3 Miscellaneous .....	550.00
<hr/> 27	<hr/> \$100,025.00

## JASPER PLACE

Statement of Building Permits issued in 1954:

Total—429  
Value—\$1,017,954.00

This amount is composed of:

2 Commercial Buildings .....	\$ 92,000.00
1 School .....	124,000.00
306 Private Dwellings .....	736,254.00
1 Church .....	30,000.00
119 Private Garages .....	35,700.00
<hr/> 429	<hr/> \$1,017,954.00

The following improvements were also carried out:

Sewers .....	\$ 212,400.00
Waterworks .....	287,200.00

## LAC LA BICHE

Statement of Building Permits issued in 1954:

Total—20  
Value—\$480,450.00

This amount is composed of:

5 Commercial Buildings .....	\$ 22,100.00
1 School .....	20,000.00
1 Hospital .....	400,000.00
9 Private Dwellings .....	37,050.00
4 Miscellaneous .....	1,300.00
<hr/> 20	<hr/> \$480,450.00

The following improvements were also carried out:

Sidewalks .....	\$ 5,953.55
Street Gravelling .....	4,467.64



**LACOMBE**

Statement of Building Permits issued in 1954:

Total—82

Value—\$672,770.00

This amount is composed of:

4	Commercial Buildings .....	\$ 26,750.00
2	Stores (remodelled) .....	8,800.00
1	School .....	140,000.00
1	Remodelled Hotel Bar .....	3,000.00
16	Private Garages .....	5,450.00
25	Private Dwellings .....	213,000.00
25	Remodelled Dwellings .....	12,225.00
1	Memorial Centre .....	135,000.00
1	Skating Rink .....	127,000.00
6	Miscellaneous .....	1,545.00
82		<u>\$672,770.00</u>

The following improvements were also carried out:

Sewers .....	\$ 41,216.43
Waterworks .....	1,230.00

**LEDUC**

Statement of Building Permits issued in 1954:

Total—23

Value—\$87,400.00

This amount is composed of:

2	Commercial Buildings .....	\$ 22,500.00
11	Private Dwellings .....	58,650.00
1	Church .....	1,200.00
9	Miscellaneous .....	5,050.00
23		<u>\$ 87,400.00</u>

The following improvements were also carried out:

Sidewalks .....	\$ 7,800.00
Waterworks (New Reservoir and Treatment Plant)....	76,000.00

**LLOYDMINSTER**

Statement of Building Permits issued in 1954:

Total—143

Value—\$807,181.00

This amount is composed of:

23	Commercial Buildings .....	\$191,302.00
4	Schools .....	288,366.00
2	Hospitals (alterations) .....	700.00
2	Apartment Blocks and Hotels .....	24,000.00
106	Private Dwellings .....	267,263.00
1	Public Building .....	7,000.00
2	Churches .....	25,200.00
3	Miscellaneous .....	3,350.00
143		<u>\$807,181.00</u>

The following improvements were also carried out:

Sidewalks .....	\$ 46,296.00
Sewer and Water Extensions .....	136,845.00
Waterworks .....	19,606.00

### McLENNAN

Statement of Building Permits issued in 1954:

Total—34  
Value—\$517,100.00

This amount is composed of:

8 Commercial Buildings .....	\$ 3,350.00
1 Hospital .....	482,000.00
24 Private Dwellings .....	30,550.00
1 Public Building .....	1,200.00
<hr/> 34	<hr/> \$517,100.00

The following improvements were also carried out:

Sidewalks, 2 Blocks Concrete .....	\$ 2,000.00
Sewers—20,600 feet .....	82,000.00
Waterworks—18,570 feet .....	131,000.00

### MAGRATH

Statement of Building Permits issued in 1954:

Total—5  
Value—\$85,000.00

This amount is composed of:

1 School Addition .....	\$ 65,000.00
1 Dwelling } .....	20,000.00
3 Dwelling Additions }	
<hr/> 5	<hr/> \$ 85,000.00

The following improvements were also carried out:

3 Blocks Sidewalks .....	\$ 2,000.00
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### MORINVILLE

Statement of Building Permits issued in 1954:

Total—16  
Value—\$32,900.00

This amount is composed of:

3 Commercial Buildings .....	\$ 11,800.00
6 Private Dwellings .....	14,700.00
2 Public Buildings .....	4,000.00
5 Miscellaneous .....	2,400.00
<hr/> 16	<hr/> \$ 32,900.00

The following improvements were also carried out:

Sidewalks .....	\$ 600.00
Sewers .....	89,000.00

**MUNDARE**

Statement of Building Permits issued in 1954:

Total—9

Value—\$10,800.00

This amount is composed of:

1	Commercial Building .....	\$ 5,000.00
8	Private Dwellings .....	5,800.00
<u>9</u>		<u>\$ 10,800.00</u>

The following improvements were also carried out:

Sewers .....	\$ 63,599.00
Waterworks .....	95,297.00

**NANTON**

Statement of Building Permits issued in 1954:

Total—10

Value—\$99,000.00

This amount is composed of:

1	Commercial Building .....	\$ 8,000.00
1	2-room School Addition .....	46,000.00
8	Private Dwellings .....	45,000.00
<u>10</u>		<u>\$ 99,000.00</u>

The following improvements were also carried out:

3½ Blocks Sidewalks .....	\$ 3,255.00
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**OKOTOKS**

Statement of Building Permits issued in 1954:

Total—18

Value—\$20,850.00

This amount is composed of:

2	Commercial Building alterations .....	\$ 1,025.00
14	Private Dwellings .....	15,325.00
1	Scout Hall .....	3,000.00
1	Church Alteration .....	1,500.00
<u>18</u>		<u>\$ 20,850.00</u>

The following improvements were also carried out:

1,000 ft. Sidewalks .....	\$ 897.95
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**OLDS**

Statement of Building Permits issued in 1954:

Total—31

Value—\$132,325.00

This amount is composed of:

7	Commercial Buildings .....	\$ 21,600.00
23	Private Dwellings .....	92,725.00
1	Public Building .....	18,000.00
<u>31</u>		<u>\$ 132,325.00</u>

The following improvements were also carried out:

Cement Sidewalks .....	\$ 7,100.00
Sewers .....	2,400.00
Waterworks .....	13,275.00
Artificial Ice Plant for Skating and Curling Rink .....	85,000.00
New Fire Engine and Truck .....	11,000.00

## PEACE RIVER

Statement of Building Permits issued in 1954:

Total—29  
Value—\$96,600.00

This amount is composed of:

1 Commercial Building .....	\$ 11,500.00
5 Private Dwellings .....	67,500.00
23 Miscellaneous .....	17,600.00
<hr/> 29	<hr/> \$ 96,600.00

## PINCHER CREEK

Statement of Building Permits issued in 1954:

Total—13  
Value—\$55,100.00

This amount is composed of:

3 Commercial Buildings .....	\$ 10,000.00
1 School .....	30,000.00
1 Hospital Alteration .....	2,000.00
5 Private Dwellings .....	12,200.00
3 Miscellaneous .....	900.00
<hr/> 13	<hr/> \$ 55,100.00

The following improvements were also carried out:

Sidewalks .....	\$ 3,555.00
Sewers .....	9,330.00
Waterworks .....	14,201.00

## PONOKA

Statement of Building Permits issued in 1954:

Total—116  
Value—\$469,300.00

This amount is composed of:

14 Commercial Buildings .....	\$ 96,375.00
6 Apartment Blocks and Hotels .....	60,900.00
81 Private Dwellings .....	248,025.00
3 Public Buildings .....	28,700.00
3 Churches .....	29,000.00
9 Miscellaneous .....	6,300.00
<hr/> 116	<hr/> \$469,300.00

The following improvements were also carried out:

840 lineal feet Sidewalks .....	\$ 10,500.00
500 lineal feet Sewers .....	1,500.00
500 lineal feet Waterworks .....	2,200.00
1½miles Electricity .....	3,000.00

**PROVOST**

Statement of Building Permits issued in 1954:

Total—24

Value—\$178,150.00

This amount is composed of:

6	Commercial Buildings .....	\$ 49,800.00
16	Private Dwellings .....	62,650.00
1	School .....	64,000.00
1	Miscellaneous .....	1,700.00
<u>24</u>		<u>\$178,150.00</u>

The following improvements were also carried out:

Cement Sidewalks .....	\$ 7,030.00
Waterworks .....	10,325.00

**RAYMOND**

Statement of Building Permits issued in 1954:

Total—16

Value—\$76,000.00

This amount is composed of:

16	Private Dwellings .....	\$ 76,000.00
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The following improvements were also carried out:

Curbs and Gutters .....	\$ 5,000.00
Sewers .....	1,000.00
Paving (preparation) .....	8,000.00
Waterworks .....	8,500.00

**REDCLIFF**

Statement of Building Permits issued in 1954:

Total—44

Value—\$210,275.00

This amount is composed of:

3	Commercial Buildings .....	\$ 12,400.00
1	School .....	60,000.00
40	Private Dwellings .....	137,875.00
<u>44</u>		<u>\$210,275.00</u>

The following improvements were also carried out:

Sewers .....	\$141,000.00
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**REDWATER**

Statement of Building Permits issued in 1954:

Total—10

Value—\$24,400.00

This amount is composed of:

1	Commercial Building .....	\$ 12,000.00
1	Private Dwelling .....	6,000.00
8	Miscellaneous .....	6,400.00
<u>10</u>		<u>\$ 24,400.00</u>

The following improvements were also carried out:

Sidewalks .....	\$ 295.00
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**RIMBEY**

Statement of Building Permits issued in 1954:

Total—22  
Value—\$40,325.00

This amount is composed of:

3	Commercial Buildings .....	\$ 2,200.00
13	Private Dwellings .....	33,800.00
6	Miscellaneous .....	4,325.00
<u>22</u>		<u>\$ 40,325.00</u>

**ROCKY MOUNTAIN HOUSE**

Statement of Building Permits issued in 1954:

Total—32  
Value—\$177,250.00

This amount is composed of:

8	Commercial Buildings .....	\$105,150.00
23	Private Dwellings .....	64,100.00
1	Church .....	8,000.00
<u>32</u>		<u>\$177,250.00</u>

The following improvements were also carried out:

Sewers .....	\$ 13,000.00
Waterworks .....	138,000.00

**ST. ALBERT**

Statement of Building Permits issued in 1954:

Total—48  
Value—\$99,725.00

This amount is composed of:

5	Commercial Buildings .....	\$ 9,200.00
40	Private Dwellings .....	79,525.00
1	Public Building .....	10,000.00
2	Miscellaneous .....	1,000.00
<u>48</u>		<u>\$ 99,725.00</u>

**ST. PAUL**

Statement of Building Permits issued in 1954:

Total—27  
Value—\$83,800.00

This amount is composed of:

3	Commercial Buildings .....	\$ 16,000.00
13	Private Dwellings .....	61,700.00
11	Miscellaneous .....	6,100.00
<u>27</u>		<u>\$ 83,800.00</u>

The following improvements were also carried out:

Sewers .....	\$ 2,600.00
Waterworks .....	4,000.00

**SPIRIT RIVER**

Statement of Building Permits issued in 1954:

Total—11

Value—\$111,450.00

This amount is composed of:

1	Commercial Building .....	\$ 63,000.00
6	Private Dwellings .....	46,500.00
4	Miscellaneous .....	1,950.00
11		<u>\$111,450.00</u>

The following improvements were also carried out:

Sidewalks—2 miles .....	\$ 18,543.00
Sewers—½ mile .....	5,460.00
Waterworks .....	12,211.00

**STAVELY**

Statement of Building Permits issued in 1954:

Total—5

Value—\$7,800.00

This amount is composed of:

5	Building Additions .....	\$ 7,800.00
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The following improvements were also carried out:

Sewers .....	\$ 60,000.00
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**STETTLER**

Statement of Building Permits issued in 1954:

Total—119

Value—\$705,285.00

This amount is composed of:

6	Commercial Buildings .....	\$ 63,450.00
21	Commercial Buildings—Additions and Repairs .....	9,495.00
2	Schools .....	345,000.00
34	Private Dwellings .....	217,410.00
53	Private Dwellings—Additions and Repairs .....	44,930.00
3	Church Alterations .....	25,000.00
119		<u>\$705,285.00</u>

The following improvements were also carried out:

Sidewalks—12,791 sq. ft. ....	\$ 5,727.00
Sewers—1,056 ft. ....	636.00
Waterworks—1,190 ft. ....	2,012.00

**STONY PLAIN**

Statement of Building Permits issued in 1954:

Total—26

Value—\$277,550.00

This amount is composed of:

4	Commercial Buildings .....	\$ 26,300.00
2	Schools .....	160,000.00
18	Private Dwellings .....	90,250.00
2	Miscellaneous .....	1,000.00
26		<u>\$277,550.00</u>

The following improvements were also carried out:

Sidewalks—1,322 feet .....	\$ 3,350.00
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**STRATHMORE**

Statement of Building Permits issued in 1954:

Total—3  
Value—\$4,250.00

This amount is composed of:

1	Commercial Building alteration .....	\$ 150.00
1	Hotel alteration .....	4,000.00
1	Miscellaneous .....	100.00
<hr/>		
3		\$ 4,250.00

The following improvements were also carried out:

Sidewalks—4,436 sq. ft. ....	\$ 1,563.00
Sewers—342 ft. ....	596.00
Waterworks—193 ft. ....	233.00

**SYLVAN LAKE**

Statement of Building Permits issued in 1954:

Total—55  
Value—\$80,950.00

This amount is composed of:

4	Commercial Buildings .....	\$ 26,500.00
22	Private Dwellings .....	40,100.00
3	Churches .....	3,700.00
26	Miscellaneous .....	10,650.00
<hr/>		
55		\$ 80,950.00

The following improvements were also carried out:

Sidewalks .....	\$ 1,351.00
Sewers .....	155,000.00
Waterworks .....	1,988.00

**TABER**

Statement of Building Permits issued in 1954:

Total—44  
Value—\$943,000.00

This amount is composed of:

7	Commercial Buildings .....	\$ 56,810.00
1	Cannery .....	500,000.00
1	School .....	220,000.00
1	Hotel .....	12,500.00
32	Private Dwellings .....	143,140.00
1	Church .....	10,000.00
1	Miscellaneous .....	550.00
<hr/>		
44		\$943,000.00

The following improvements were also carried out:

Sidewalks .....	\$ 76,789.00
Sewers .....	4,767.00
Waterworks .....	141,064.00

**THREE HILLS**

Statement of Building Permits issued in 1954:

Total—38

Value—\$127,650.00

This amount is composed of:

5	Commercial Buildings .....	\$ 58,200.00
32	Private Dwellings—Garages .....	54,450.00
1	Public Building .....	15,000.00
<u>38</u>		<u>\$127,650.00</u>

The following improvements were also carried out:

Sidewalks .....	\$ 4,087.00
Waterworks Extensions .....	5,492.00

**TOFIELD**

Statement of Building Permits issued in 1954:

Total—22

Value—\$188,000.00

This amount is composed of:

3	Commercial Buildings .....	\$ 38,000.00
1	School Gymnasium .....	36,000.00
15	Private Dwellings .....	110,000.00
3	Miscellaneous .....	4,000.00
<u>22</u>		<u>\$188,000.00</u>

The following improvements were also carried out:

Sidewalks .....	\$ 1,200.00
Sewers .....	60,000.00
Waterworks .....	80,000.00
Gas Lines .....	2,000.00

**VEGREVILLE**

Statement of Building Permits issued in 1954:

Total—67

Value—\$578,650.00

This amount is composed of:

9	Commercial Buildings .....	\$ 93,950.00
1	School .....	75,000.00
36	Private Dwellings .....	288,000.00
1	Public Building .....	46,000.00
1	Curling Rink .....	70,000.00
19	Private Garages .....	5,700.00
<u>67</u>		<u>\$578,650.00</u>

The following improvements were also carried out:

Sidewalks .....	\$ 18,000.00
Sewers .....	89,000.00
Waterworks .....	43,000.00

**VERMILION**

Statement of Building Permits issued in 1954:

Total—39

Value—\$316,065.00

This amount is composed of:

5	Commercial Buildings .....	\$ 11,265.00
1	Hospital .....	220,000.00
31	Private Dwellings .....	80,850.00
1	Public Building .....	3,250.00
1	Miscellaneous .....	700.00
<u>39</u>		<u>\$316,065.00</u>

The following improvements were also carried out:

1	Block Sidewalk .....	\$ 500.00
8	Blocks Paving .....	55,000.00

**VIKING**

Statement of Building Permits issued in 1954:

Total—30

Value—\$154,260.00

This amount is composed of:

4	Commercial Buildings .....	\$ 20,300.00
1	School .....	66,000.00
9	Private Dwellings .....	60,400.00
1	Public Building .....	2,000.00
15	Miscellaneous .....	5,560.00
<u>30</u>		<u>\$154,260.00</u>

The following improvements were also carried out:

Sewers .....	\$107,600.00
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**VULCAN**

Statement of Building Permits issued in 1954:

Total—23

Value—\$65,550.00

This amount is composed of:

2	Commercial Buildings .....	\$ 26,000.00
21	Private Dwellings .....	39,550.00
<u>23</u>		<u>\$ 65,550.00</u>

The following improvements were also carried out:

37	Blocks Sidewalks .....	\$ 33,000.00
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**WAINWRIGHT**

Statement of Building Permits issued in 1954:

Total—42

Value—\$129,950.00

This amount is composed of:

7	Commercial Buildings .....	\$ 25,100.00
1	School .....	1,000.00
1	Hotel .....	10,000.00
33	Private Dwellings .....	93,850.00
<u>42</u>		<u>\$129,950.00</u>

The following improvements were also carried out:

2 Blocks Sidewalks .....	\$ 3,100.00
Waterworks—27 services .....	3,500.00

**WESTLOCK**

Statement of Building Permits issued in 1954:

Total—16

Value—\$115,000.00

This amount is composed of:

Commercial Buildings .....	\$ 28,500.00
Private Dwellings .....	86,500.00
	<u>\$115,000.00</u>

The following improvements were also carried out:

Sidewalks .....	\$ 7,682.00
Waterworks .....	31,182.00

## OIL AND GAS IN ALBERTA — 1954

A steady expansion of oil and natural gas production potential and progress toward obtaining markets for surplus natural gas have been outstanding developments of the past year.

An increase in refinery capacity on the Pacific Coast and in Southern Ontario was responsible for most of the increased oil demand. New refineries opened at Ferndale in the State of Washington in October and at Kamloops in British Columbia. Capacities of refineries in the Vancouver area are being increased. Refinery capacity in the Sarnia area of Ontario has also been increased. So far, hopes for a West Coast oil market extending as far south as California have not materialized due to competition from tanker-borne South American and Asiatic crudes.

Climatic and terrain conditions during the summer months kept appraisal of previous discoveries and the search for new sources of oil and natural gas production to a minimum. Conditions were particularly bad in the Pembina and Sturgeon Lake areas. It was not until the last months of the year that development work at Pembina reached the proportions anticipated when the importance of the discovery was realized. In those three months ninety wells were completed and at the end of the year over fifty drilling rigs were in the field.

Although weather conditions had an adverse effect on exploration, a number of important discoveries were made. In many cases the importance is not only due to the finding of new reserves, but to the nature of the reservoir in which the reserves are located or the area in which the discovery was made. North of Rocky Mountain House, discovery wells twelve miles apart have found oil in the Cardium Sandstone with a higher gravity than the Pembina field oil, indicating the possibility that a second major oil accumulation in this formation may have been discovered.

In the North a discovery of light crude was made between Valleyview and High Prairie. The source of this oil is a formation older geologically than any other from which commercial oil production has previously been obtained in the Province.

In the South a Well drilled high in the Livingstone Range within ten miles of the British Columbia border has obtained a substantial flow of natural gas from the Rundle limestone. North of Edson an exploratory venture found a thick reef of the type that produced the Leduc, Redwater and Bonnie Glen fields. Although the discovery was found at too low an elevation to be oil bearing, its presence lends credence to the theory that the area between Pembina and Sturgeon Lake is one of great possibility for those engaged in the search for new oil and gas reserves.

Among other discoveries during the year were a number which have added materially to the previously proven gas reserves of the Province. A number of these were in the Calgary area and have led to a resumption of drilling activity in that part of the Province.

Gas production during the year totalled 135,545,629,000 cubic feet, compared with 113,960,664,000 cubic feet in 1953. Of this total, 80,898,817,000 cubic feet were marketed in Alberta, 7,646,376 cubic feet were exported and 29,550,151,000 cubic feet were wasted,

due to lack of a market for gas produced with oil. Gas is being injected into the Leduc formation at Golden Spike to maintain the reservoir pressure. During the year, 2,265,822,000 cubic feet of gas were injected.

Three gas processing plants were completed during the year. The largest of these is in the Bonnie Glen field. This plant will process 20,000,000 cubic feet a day from Bonnie Glen, Wizard Lake and Glen Park fields. Smaller plants have been built at Acheson and Big Valley.

#### SULPHUR

During the year, sulphur production at Jumping Pound and Turner Valley totalled 22,320 short tons, an increase of 4,022 tons over the 1953 production of 18,298 short tons. The plant at Jumping Pound has been enlarged from a capacity of thirty tons per day to eighty tons. Metallurgical refining plants in the North-West Territories and Northern Saskatchewan are providing a rapidly growing market for sulphur production. A sulphuric acid plant to be erected at Fort Saskatchewan will add to this growth.

### OIL AND GAS REVIEW FOR 1954

Production of crude oil in 1954 was 87,713,855 barrels, an increase over 1953 of 10,897,472 barrels. The value of this production was \$227,877,548.00, being an increase in gross value over 1953 of \$34,759,054.00.

#### Leases and Reservations

The number of active petroleum and natural gas leases at December 31st, 1954, totalled 23,207 consisting of 17,525,456.78 acres. There were 512 reservations totalling 27,071,232.80 acres. Natural gas licenses including 15 Crown Reserve licenses totalled 25 and comprised 694,869 acres. The 163 natural gas leases contained 853,800.16 acres.

#### SALT

Salt production for domestic, agricultural and industrial markets all comes from the plant at Elk Point. Production was 28,250 tons compared with 25,182 tons in 1953. Much of the increase was due to the growing demand for fused salt of which 8,560 tons were produced for use on highways, box car refrigeration and other industrial purposes.

The caustic soda and chlorine plant at Duvernay completed its first year of operation with the production of 3,000 tons of caustic soda and 2,250 tons of chlorine. The market for these products extends from the Lakehead to the interior of British Columbia. They are obtained from common salt produced from wells at Duvernay.

#### COAL

In common with other coal producing areas of the Continent, the Alberta coal industry continued to lose markets to other fuels. Coal production in 1954 was 4,859,136 tons, a decrease of 1,058,287 tons from the production of 5,917,423 tons in 1953. Several of the larger mines have discontinued operations and a committee is aiding in the assimilation of miners into other industries.

**SALE OF USED MOTOR VEHICLES**

The Board continued to operate as Agent for all Government Departments in the sale of used Motor Vehicles, passenger cars, trucks and mechanical equipment such as Bulldozers and Caterpillars. Each sale is advertised in daily papers of the Province. The advertisement requests the general public to bid for vehicles by sealed Tenders. The result of the sales during 1954 was the disposal of 110 motor vehicles at a total selling value of \$68,777.08.

**F. Marketing Services Limited**

Marketing Services Limited is a wholly owned subsidiary of the Provincial Marketing Board and operates the trading accounts as are referred to in the Auditor's Statement for 1954. Attention is drawn to the following point of interest:

After providing reserves for bad debts and stock obsolescence, a net profit was realized as shown by the Auditor's Statement. It is to be noted that this Corporation, as a trading activity, is required before net profits are determined to pay from its operation all salaries, interest on borrowed capital and all other expenses incurred in its operation.

**G. Comparative Tables on Alberta Industries.**

The figures which follow—provided by the Provincial Statistician—are worthy of close study. Certain definite conclusions can be drawn from them. The growth of manufacturing, the oil industry and agriculture is demonstrated numerically and in dollar value.

GENERAL STATISTICS — ALBERTA  
1953 (and) 1954

Particulars	1953	1954	Increase	Decrease	Percentage Inc. % Dec. %
Retail Sales	\$ 987,408,000	932,475,000		54,933,000	5.56
Wholesale Sales	\$ 648,561,000	600,182,000		48,379,000	7.46
Wages and Salary Earners (excluding Agriculture)	No. 222,000	230,000	8,000		3.60
Wages and Salaries	\$ 530,000,000	566,000,000	36,000,000		6.79
Capital Expenditure	\$ 724,700,000	730,000,000	5,300,000		.73
Value of Manufacturer's Products	\$ 548,340,000	567,360,000	19,020,000		3.47
Flour Mills:					
Production	bbls. 3,457,643	2,955,788		501,855	14.51
Sales	\$ 29,787,749	27,999,604		1,788,145	6.00
Packing Plants:					
Sales	\$ 116,141,679	122,570,653	6,428,974		5.54
Production—Meat	lb. 292,671,366	316,211,817	23,540,451		8.04
Exports—Meat	lb. 145,521,918	153,863,948	8,342,030		5.73
Butter Production (Creamery)	lb. 30,008,569	30,367,850	359,281		1.20
Cheese Production (Factory)	lb. 2,789,608	2,579,623		209,985	7.53
Coal:					
Production	tons 5,917,423	4,859,136		1,058,287	17.88
Value	\$ 32,158,435	26,349,275		5,809,160	18.06
Petroleum:					
Production	bbls. 76,816,383	87,713,855	10,897,472		14.19
Value	\$ 193,118,494	227,877,548	34,759,054		18.00
Refined Petroleum Products—Gross Sales	\$ 119,036,052	124,095,189	5,059,137		4.25
Salt Production	tons 24,903	31,568	6,665		26.76
Defence Contracts (Awarded—Value)	\$ 14,734,770	12,527,435		2,207,335	14.98



**RETAIL TRADE — ALBERTA**  
**Year Ending December 31st, 1954, As Compared With 1953**

Particulars	1953 (Jan.-Dec.)	1954 (Jan.-Dec.)	Increase	Decrease
Grocery and Combination Stores.....	\$125,376,000	\$138,550,000	\$13,174,000	
Meat Stores .....	14,726,000	14,998,000	272,000	
Country General Stores.....	59,342,000	55,903,000		\$ 3,439,000
Department Stores .....	102,583,000	102,978,000	395,000	
Variety Stores .....	12,277,000	12,483,000	206,000	
Motor Vehicle Dealers.....	211,358,000	177,686,000		33,672,000
Garage and Filling Stations.....	55,579,000	53,484,000		2,095,000
Men's Clothing Stores.....	16,498,000	15,126,000		1,372,000
Family Clothing Stores.....	12,496,000	11,309,000		1,187,000
Women's Clothing Stores.....	19,537,000	18,236,000		1,301,000
Shoe Stores .....	5,300,000	5,077,000		223,000
Hardware Stores .....	28,296,000	25,334,000		2,962,000
Lumber and Building Material Dealers.....	59,726,000	52,394,000		7,332,000
Furniture Stores .....	11,420,000	10,445,000		975,000
Appliance and Radio Stores.....	18,298,000	19,158,000	860,000	
Restaurants .....	39,474,000	33,967,000		5,507,000
Coal and Wood Dealers.....	594,000	552,000		42,000
Drug Stores .....	21,022,000	20,798,000		224,000
Jewellery Stores .....	7,536,000	7,233,000		303,000
Tobacco Stores .....	1,934,000	1,808,000		126,000
All Other Trades .....	164,032,000	154,956,000		9,076,000

**COMPANIES INCORPORATED AND REGISTERED — ALBERTA**  
**Year 1954**

CLASSIFICATION	Number	Authorized Capital
Accounting and Business Aids.....	10	\$ 290,000
Advertising .....	2	20,000
Air Transport and Servicing.....	3	50,000
Auto Courts .....	8	610,000
Automotive .....	48	1,681,971
Bakery Products .....	2	50,000
Beverages, Brewers, Distilleries .....	6	245,000
Bookbinding, Printing and Publishing.....	9	210,000
Brokers, Investment Dealers and Financial Management .....	70	4,040,007
Building Materials .....	37	1,305,500
Butchers and Meat Packers.....	1	20,000
Cement .....	14	1,745,000
Cleaners and Dyers .....	7	190,000
Chemical Products .....	13	19,109,879
Clinics .....	4	80,000
Clothing .....	12	410,000
Cold Storage .....	4	965,000
Confectionery .....	1	20,000
Credit Societies and Fraternal Orders.....	6	1,200,000
Dairy Products, Eggs and Poultry.....	8	202,000
Drilling Contractors .....	31	745,000
Drugs, Dental and Medical Supplies.....	19	389,000
Dry Goods .....	7	221,000
Electrical Equipment .....	37	959,000
Engineers .....	11	1,735,000
Farming and Ranching .....	26	1,895,000
Florists and Greenhouses .....	2	40,000
Funeral Directors .....	5	130,000
Furniture .....	6	175,000
Furriers .....	1	100,000
Garages .....	34	1,060,000
General Contractors .....	176	4,306,803
General Merchants .....	81	2,409,000
Geophysical and Geological .....	20	410,000
Glass Dealers .....	4	90,090
Grain and Flour Merchants.....	4	190,000
Gravel and Sand .....	1	100,000
Grocers .....	2	21,000
Hardware .....	12	1,080,000
Hatchery .....	3	60,000
Holding Companies .....	33	1,653,000
Hospitals .....	1	30,000
Hotels .....	29	1,250,000
Insurance .....	12	270,000
Industrial Equipment .....	1	12,000
Iron and Steel .....	11	496,000
Janitors' Service .....	2	45,000
Jewellers .....	4	60,000
Lumber .....	26	810,000
Machine Companies .....	24	876,100
Manufacturers' Agents .....	29	595,000

Mapping Service .....	3	40,500
Mining and Coal .....	5	160,004
Mineral Prospecting and Exploration.....	35	13,650,000
Office Machinery and Equipment.....	7	125,000
Oilfield Machinery .....	9	131,000
Oilwell Servicing .....	4	80,000
Painters and Decorators.....	6	140,000
Periodicals .....	1	30,000
Petroleum and Petroleum By-products.....	5	380,000
Petroleum Exploration .....	72	25,471,500
Photography Supplies .....	6	240,500
Pipe Lines .....	19	63,422,010
Plastics .....	1	20,000
Plumbing and Heating .....	24	570,000
Radios, Stations and Television.....	14	365,000
Real Estate .....	69	2,230,000
Recreation .....	24	1,629,000
Rental of Tools, Cars and Equipment.....	8	145,000
Research and Labs. ....	2	520,000
Restaurants .....	11	250,000
Schools, Vacation .....	1	20,000
Services .....	9	180,000
Sheet Metal Works .....	10	480,000
Soft Water Service .....	1	70,000
Stone and Marble .....	1	20,000
Storage Warehouses .....	6	135,000
Surveyors .....	1	20,000
Telephone .....	13	51,140
Theatres .....	9	280,000
Transportation .....	34	920,000
Truckers .....	37	900,000
Utilities .....	8	2,300,000
Welding and Machine Foundry.....	3	40,100
Woodworking .....	2	80,000
<b>TOTALS .....</b>	<b>1,379</b>	<b>\$169,753,104</b>

## REVIEW OF BUSINESS CONDITIONS — ALBERTA — 1954

Economic activity in Alberta during 1954 fell below that of 1953 but by the end of the year there were indications that the upward trend had been resumed. Figures for the twelve months are not yet complete but preliminary estimates of production during the year and economic indicators already compiled of activity during the later months admit of generally optimistic interpretation.

Farmers' cash income suffered a serious decline. Mineral production increased substantially. Industrial production continued its steady development. Forestry production declined, in part at least because of unfavourable weather conditions rather than because of slackening demand. Fishery production increased in value, while fur trapping fell off markedly from levels attained over past years. Electric power production and consumption and the development of power projects maintained their continuous rate of progress. While the weather during the year was so generally unfavourable as to delay the progress and completion of all the construction projects contemplated for the year, new building records were established. Retail, wholesale and transportation services generally fell below the levels attained in 1953, but by the end of the year a general pickup in activity was evident.

Both population (1,039,000 in 1954 as compared with 1,002,000 in 1953) and the labour force continued to grow. Consumption, production and employment figures must be considered in light of this fact.

Most seriously affected throughout 1954 was the farm sector of the economy. Cash income from major farm revenue sources has been estimated by the Dominion Bureau of Statistics at \$394.1 million for 1954 as compared with \$491.5 million in 1953, a decline of 19.8 per cent. Livestock sales more than held their own for the eleven months, but the markets have been significantly weaker in recent months.

Although the lower grain production on the Prairies during 1954 will alleviate the storage problems, and show up favourably on the grain carry-over figures at the end of the crop year, it most certainly will not improve the cash income position of the farmer. It is reported that many country general stores are now operating on a strictly cash basis. The decreases in farm income, and farm income prospects, are notable in the significantly lower agricultural machinery sales, and are generally evident in all other lines of retail trade.

The 1954 preliminary estimate of mineral production was recently released by the Dominion Bureau of Statistics. Mineral production in Alberta increased in value from \$196.8 million in 1952 to \$248.9 million in 1953. 1954 value of production increased to an estimated \$281.5 million. In 1952 Alberta accounted for 15.3% of total Canadian production; by 1954, for 19.5%. In 1953 Alberta placed third after Ontario and Quebec in value of mineral production, but during 1954 Alberta surpassed Quebec despite the fact that production started from the iron deposits in that Province during the year.

It is likely that the increased gross value of manufacturing production in Alberta during 1954 will be due to new manufacturing plants beginning operations rather than to large increases in the production of established firms. Flour mills report lower production; to some extent offset by increased production in the meat packing plants

and dairy factories. Oil Refineries report a ten-month period decrease in volume of products of about 1.5%. Sawmill production was 9.5% below the 1953 mark at the end of November and felt the effect of unfavourable weather conditions during December, usually one of the four months of major activity. Clothing manufacturers report reduced sales. In the iron and steel working industries activity was above the 1953 level, but the transportation industry reports lessened activity partly due to dieselization of the railways and reduced volume of railway freight business. The major increases were shown by the chemical industries with large scale production begun in 1954 in Edmonton, Calgary and Fort Saskatchewan. On balance it appears that the \$550.0 million manufacturing production estimated by the Dominion Bureau of Statistics for 1953 will be exceeded in 1954.

Electric power consumption in the Province continued to increase rapidly: at the end of the first ten months it was 14% above the 1953 total. Over 6,000 farms were connected to power lines during the year, and the total number at the end of the year reached 30,504.

Despite a slow start and unfavourable weather during the summer months activity in the construction industry was substantial. At the end of December, the dollar value of building permits issued in the seven cities reached \$131.1 million compared with \$113.8 million in 1953. The prolonged Indian summer allowed work to continue much later into the winter than usual. Residential real estate prices generally have been much weaker in tone, and buyers more anxious to shop around rather than take any offering at any price. It is evident that the housing legislation passed by the Federal Government in 1954 has had a deflating effect on the peak re-sale values of houses built during the post-war period. In the larger cities the problem is presently one of finding land suitable for servicing residential development and efforts are being made to annex land from surrounding municipalities.

Up to the end of July retail sales of firms in this Province were holding firm at 1952 rates. During the period August-October, due apparently to the effects of the shortage of purchasing power among farmers, sales sagged below 1952 but were still well above 1951 levels. The major decreases were felt by motor vehicle dealers, hardware stores, building material dealers, restaurants and agricultural implement firms. Firms in the four major cities reported drops in combined sales over an eleven-month period.

Business conditions in 1954 were very similar to those of 1953 in the hardware business, with the exception of appliances and white goods, etc. The advent of television has helped considerably to hold in check the decline in sales volume. Supply appears to have caught up with the demand and business is more or less in a state of readjustment. Prices appear to be moving lower and competition is becoming stiffer.

Sales of dry goods and footwear are down from 10% to 12%. This is partly due to weather conditions throughout the year but mainly to the tightening of rural credit because of the difficulty of moving the farmers' crops.

A survey of the wholesale grocery, fresh fruit and vegetable business indicates that the year just closing was quite satisfactory. The



market has not fluctuated as widely as in 1953, although there have been some major adjustments in certain commodities. There has, because of keener competition, been some substantial price cutting.

Retail sales show a very small increase. Meat and salmon prices have declined somewhat but fruits and vegetables, both canned and raw, appear to be higher. Generally speaking, prices seem to be strengthening.

### Consumer Price Index — 1954.

It has been a practice to include in this Annual Report a comparison of Cost of Living Indices as supplied by the Dominion Bureau of Statistics. The basis for such information and the figures which follow are on the basis of 1949-100. The average index for the year was 116.2, slightly higher than the average for the year 1953.

#### Year 1953

	Total	Food	Shelter	Clothing	Household Operation	Other Commodities and Services
January .....	115.7	113.5	122.3	109.7	116.5	116.7
February .....	115.5	112.7	122.5	109.6	116.6	116.7
March .....	114.8	111.6	122.5	109.7	116.7	115.2
April .....	114.6	110.9	122.7	109.7	116.9	115.0
May .....	114.4	110.1	122.9	110.1	116.6	115.1
June .....	114.9	111.4	123.6	110.1	116.6	115.1
July .....	115.4	112.7	123.9	110.3	117.0	115.2
August .....	115.7	112.8	124.1	110.4	117.2	115.8
September .....	116.2	114.0	124.2	110.4	117.4	115.9
October .....	116.7	115.5	124.5	110.3	117.5	116.0
November .....	116.2	113.4	125.0	110.3	117.4	116.3
December .....	115.8	112.1	125.2	110.2	117.4	116.3

#### Year 1954.

	Total	Food	Shelter	Clothing	Household Operation	Other Commodities and Services
January .....	115.7	111.6	125.4	110.1	117.5	116.4
February .....	115.7	111.7	125.4	110.0	117.5	116.5
March .....	115.5	110.7	125.6	109.8	117.6	116.6
April .....	115.6	110.4	125.6	109.9	118.1	117.2
May .....	115.5	110.2	125.8	109.9	117.3	117.5
June .....	116.1	112.0	126.4	109.7	117.1	117.5
July .....	116.2	112.1	126.6	109.6	117.2	117.6
August .....	117.0	114.4	127.0	109.6	117.2	117.7
September .....	116.8	113.8	127.2	109.5	117.2	117.6
October .....	116.8	113.8	127.4	108.4	117.3	117.9
November .....	116.8	113.4	127.9	108.2	117.2	118.2
December .....	116.6	112.6	128.2	108.1	117.1	118.2

### GENERAL BUSINESS REVIEW AND OUTLOOK.

The Canadian economy underwent a number of rather difficult adjustments during 1954. These were perhaps inevitable at a time when moderate recession was still affecting the United States, defence expenditures were being reduced, and competition in world markets was generally intensified.

Although industrial employment and farm income suffered moderate declines, total consumer income has been sustained by further

risers in average wages and salaries and a heavier flow of interest and dividend earnings.

It is now thought likely that the upward trend in business will be resumed in 1955.

Competition, and more intensive competition, in both internal and external markets, has been a marked feature of the Canadian business scene during the past year. On the external side, many Canadian firms have found it more difficult to maintain or enlarge markets abroad (especially in the United States and Western Europe). On the internal side, not only has there been greater competition among Canadian firms themselves, but also a more vigorous probing of the Canadian market by foreign producers. In addition, shifts in the pattern of consumer expenditures brought additional competitive pressures to bear on certain industries, especially many producers of durable goods.

#### COMMODITY PRICES

Industrial commodity price structure at the year end is stable and reflects a little more strength. Still highly competitive in most markets. Deliveries stretching out here and there. No strong price movement either way is anticipated, though buyers are becoming concerned about the effect on future prices of forthcoming labour demands.

#### INVENTORIES

Purchased materials inventories are reported about in line with earlier reports. Some continue down and others are adding to stock position. There is no inclination to build inventories beyond known requirements and necessary procurement lead time. General opinion is that rigid inventory control will continue through 1955.

#### INCOMES

Consumer incomes are being well maintained and are estimated to be slightly higher than last year. They provide a good support for the relatively high level of retail sales, and have helped maintain the commodity price level without any significant variation. Employment in manufacturing has fallen off and the amount of unemployment has increased, but not enough to offset the rise in weekly earnings of those now employed. Total purchasing power remains very close to the peak. Demand from abroad is also holding up better than was expected, although exports are not quite so high as they were last year.

Agricultural conditions are slightly less favorable. Production of wheat has been reduced to the lowest total in five years. Although farm prices have increased some, they are close to 10% lower than they were a year ago. Farm income is lower, but is large enough to help provide a good support for a relatively high level of production and trade throughout the year.

#### HOUSING

In Canadian housing some 60,000 units remain uncompleted for 1954. This will assure high activity for the next six months. Another favorable factor is easier credit terms. Canada's housing picture lends strength to some forecasts that capital investments this year will be larger than last. CANADA—"The great growth area" in the next decade.

## CONTAINER MARKETS

The Canadian container market can best be described as fair. The most unfavorable situation is the lack of forward buying, with users continuing to keep very low stocks. A cool, wet summer in some parts of the country resulted in a reduced food pack and lower beverage consumption.

Glass container manufacturers have experienced lower demand, with resulting higher inventories. Deliveries are prompt and prices firm.

A similar situation exists in the metal container industry, ample supplies are on hand and the peak demand period has passed.

Corrugated box manufacturers report demand almost as good as last year, but they have little backlog and numerous rush orders.

Slack wooden barrels continue to be replaced by corrugated and paper, and their future looks poor. It is interesting to note that other wooden containers—for example, crates—are achieving some success in their battle with corrugated, for the heavier appliance market. The success of some manufacturers has permitted their sales of wooden containers to keep up with last year.

The current burlap price continues to give multiwall bags stiff competition. Both offer prompt deliveries, with firm prices for multi-wall bags.

Plastic containers continue to be the bright spot in the container market. This is particularly so because their advance is not at the expense of older type containers, but is due to their development of new fields for containers.

## LUMBER (WESTERN CANADA)

The majority of the mills in a position to participate in the cargo market have adequate order files extending into March/April of 1955. The prices at which this business has been booked are dollars ahead of the business booked for the same period in 1954. The strength evident in the export market is bound to be reflected sooner or later in the rail market. Items most likely to show price increases are dimension and cutting. As far ahead as one can see (June/July, 1955), the demand outlook is strong.

## LUMBER (EASTERN CANADA)

It is rather hard to see a definite trend in lumber at the present time in this district. Demand has fallen considerably, due to the normal winter slowdown and, also, most yards are in their inventory period. However, prices are still remaining firm, and dry stock in spruce and the upper grades of pine are becoming harder to buy. The pattern of prices may be similar to last year, a softening during January and February in spruce, with prices firming in March or early April.

## TEXTILE MARKET

There are some indications that the textile industry in Canada is showing slight signs of production recovery. Optimism over what may well be a temporary upward trend should not lead those concerned with the long-term prospects of the Canadian industry to forget that, for the last three years, the general trend has been downward, and that in 1954 the industry reached low levels in employment and production.

## FUEL OIL

As for price trends, with the exception of gasoline—which is still plentiful and will be weak for the near term—prices for both distillate and heavy fuel oil will continue strong to higher for the remainder of the peak heating season, which normally extends through the first quarter. There is plenty of oil available at present. There is a possibility that bunker prices may increase early in 1955.

## INGOT STEEL PRODUCTION

The 25% decline in ingot steel production this year means an output of something like 3.1 million tons on the year vs. 4.0 million tons produced in 1953. In other words, the 1954 decline is nearly 100 days' production at last year's average rate. Ingot output averaged about 11,000 tons a day in 1953; in the first 9 months of 1954, the daily average was about 8.4 thousand tons; in the third quarter alone, it was just under 8,000 tons. In the first 9 months of this year, total supply of primary shapes was 2.4 million tons, off 8.0% from 1953's same period. Imports were 833,000 tons, off 12.4%; exports 168,000 tons, off a mighty 65.6%. These are indeed imposing changes in an industry such as steel.

## COAL

Bituminous coal consumption this year in Canada has been somewhat less than in the preceding twelve months. Alberta gas continues to make inroads on coal, with consumption for the first nine months of 1954 down half a million tons, to 3.25 million.

## ALUMINUM

Demand for aluminum in Canada remains at a high level and, with the first stage of Kitimat in production, all smelters will operate at full capacity in 1955.

Gross sales of aluminum by Canada's major producer were reported at 185 million for the first nine months of 1954, only 2% under the 1953 comparative figure. In August, 1954, the first stage of the vast new Kitimat project came into production, with an annual capacity of 180 million pounds. Shipments from Kitimat started in late September and year-end figures will show a gain in production over last year. Continuing construction on this project includes additional capacity of 120 million pounds per year. To get the impact of this, consider the 1953 ingot production figure of 1,091,400,000 pounds, of which 87% was exported and half of that went to the U.S.A.

Aircraft business in aluminum has been marking time recently, while they were tooling up, but the sharp setback in mill schedules in the aircraft alloys indicates the mills have booked substantial tonnages for the new aircraft program. In anticipation of this program, Canadian distributors are stepping up their warehouse stock commitments to be ready for this market.

Outlook for 1955 is that all smelters will operate at capacity. The feeling in the trade is one of optimism but we cannot overlook the possibility of increased prices. Canadian nickel found it necessary to match higher costs and exchange rates with a base increase of  $4\frac{1}{2}\%$



U.S. funds. Similarly, in Canadian aluminum, there may be an early labor contract revision which might be followed with a price rise.

### **CONCLUSION.**

In closing, may I express to you, Sir, on behalf of the Members and Officers of the Provincial Marketing Board our sincere appreciation of your interest and counsel, and to your Deputy Minister and other Officials of this Department our thanks for their unfailing courtesy and assistance.

To Officials of many other Departments of Government we extend thanks for their co-operation.

Our sincere thanks are also tendered to the Mayors and Municipal Officials including Industrial Commissioners of Cities and Towns for the information they have so willingly provided and which forms a large portion of this report.

The kindness of Manufacturers, Wholesalers and Retailers of the Province in furnishing statistical information is here acknowledged and appreciated.

The personnel of the Provincial Marketing Board deem it both a privilege and a pleasure to feel that, under your direction, they have been able to extend Governmental assistance to a number of Industries, making it possible for them to continue—and in some cases to expand—their operations. This assistance therefore has enlarged employment opportunities for Alberta citizens and increased the utilization of some of the Province's natural resources.

These efforts will be continued in the year which lies ahead.

Respectfully submitted,

George A. Clash, Chairman,  
Provincial Marketing Board.





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